

Southwest
BUSINESS

JANUARY
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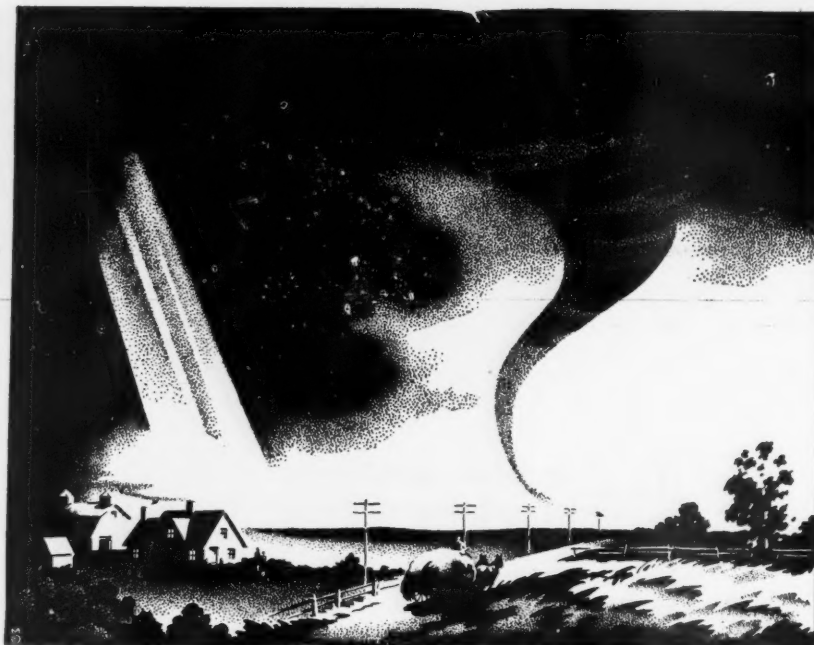
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OFFICIAL GREATER TEXAS AND PAN-AMERICAN EXPOSITION MAGAZINE



SOUTHWEST INDUSTRY—TIN CANS

In This Issue—RECOVERY DIVIDENDS—SALT OF THE EARTH—SATELLITE TIN



Fatalities and Property Loss Accruing from Floods, Storms, Cyclones and Hurricanes Are Insignificant Compared With Those of Traffic Accidents

ROARING, raging floods swept down the Ohio River Valley and through the New England states during March, 1936. The eyes of the entire nation were focused on a terrific demonstration of nature on a rampage. The newspaper, the radio, and the movie carried the drama of flood waters to waiting people in every part of the country. Lasting about a week, the floods accounted for a death toll of approximately two hundred souls.

During the same week, however, seven times as many lives were snuffed out by ordinary accidents. Nothing spectacular about most of them; no mighty exhibition of well-nigh

ungovernable natural forces. For the most part, they were just the result of a moment's thoughtlessness, a bit of undue haste, useless chance-taking.

Engineers will be called upon—and rightly so—to use their best talents in trying to avoid a recurrence of the 1936 flood disaster. There is even greater justification, that every American citizen be called upon to use his skill, his common sense, and his caution, to help lower the flood of traffic accidents which is now killing us off at the rate of tens of thousands per annum.

In the Interest of Careful Driving and Greater Safety, This Message Appears Through the Co-operation of the Following:

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Southwest BUSINESS

Established 1922

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IN THE INTEREST OF THE GREAT SOUTHWEST

CONTENTS FOR JANUARY

	Page
Recovery Dividends for the Southwest, by Alexander V. Dye - - - - -	5
Salt of the Earth - - - - -	6
Headliners of the Month - - - - -	9
Shrinking the Southwest, by Carl L. Phinney - - -	10
Satellite Tin - - - - -	11
When Good Neighbors Meet - - - - -	12
Neither Fools Nor Strangers - - - - -	13
Lights and Music - - - - -	27

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Southwest BUSINESS

VOLUME 15

JANUARY, 1937

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Alexander V. Dye

Recovery Dividends for the Southwest

By ALEXANDER V. DYE, Director
U. S. Bureau of Foreign and Domestic Commerce*

forgotten that to maintain the standard of living in this country imports are necessary as well as exports.

Inescapable Imports

We import goods which other countries produce either cheaper than we do or because we do not produce them at all, or in quantities insufficient for our needs. Each country in the world has developed certain specialties of its own. In Argentina, for instance, the cattle stay out doors the year 'round. The summers are hot—but not too hot. The winters are cold—but not too cold. Centuries and generations of cattle which have been exposed to the cold winds of winter and insect bites in the summer have developed thick hides which now form a commercial asset in the form of so-called "heavy duty" hides for leather belting, harness, sole leather, etc. So we import those hides in spite of the great production of hides in this country and an import duty of ten per cent.

We do not produce a pound of rubber in the United States, and yet rubber is necessary to maintain our standard of living. Without rubber there would be no automobiles, and the beautiful white ribbons of highways throughout the Southwest would be futile. There would be no hot water bottles to ease the pains of the sick nor even a milk bottle for the baby when it cries in the night. The "Great Southwest" seems as much habituated to tin cans as the rest of the country, if not more so. But without the importation of tin there would be no tin cans for the

conservation and transportation of fruits, food and oil. I believe the men of the Southwest like their coffee as well as the rest of the world. But without importation there would be no coffee—nor even tea or chocolate. Silk-clad ladies are as prevalent in the Southwest as elsewhere and both they and we would greatly miss the importation of silk.

Must Maintain Exports

The importation of these things, however, forms only part of the picture, and more important is the maintenance of the export market for the things the Southwest produces. To keep the market of the world open for cotton and other products, we must allow other nations to export to the United States. And when we allow the importation of things which might be produced in this country we have protests coming into Washington that we are permitting competition with our own factories and reducing the standard of living of our own workmen to the standard of living prevailing in other countries. On the other hand, if the market is not kept open, the standard of living for the producer of cotton (or oil, or citrus fruits) must be lowered. That is the problem which faces the Nation and in which the Southwest is vitally concerned.

The standard of living in the Southwest has been reviving since the depression, as is indicated in the following statistics.

In 1935, according to the Census of Business of the Bureau of the Census, the approximately six million people of Texas spent more than one and a quarter bil-

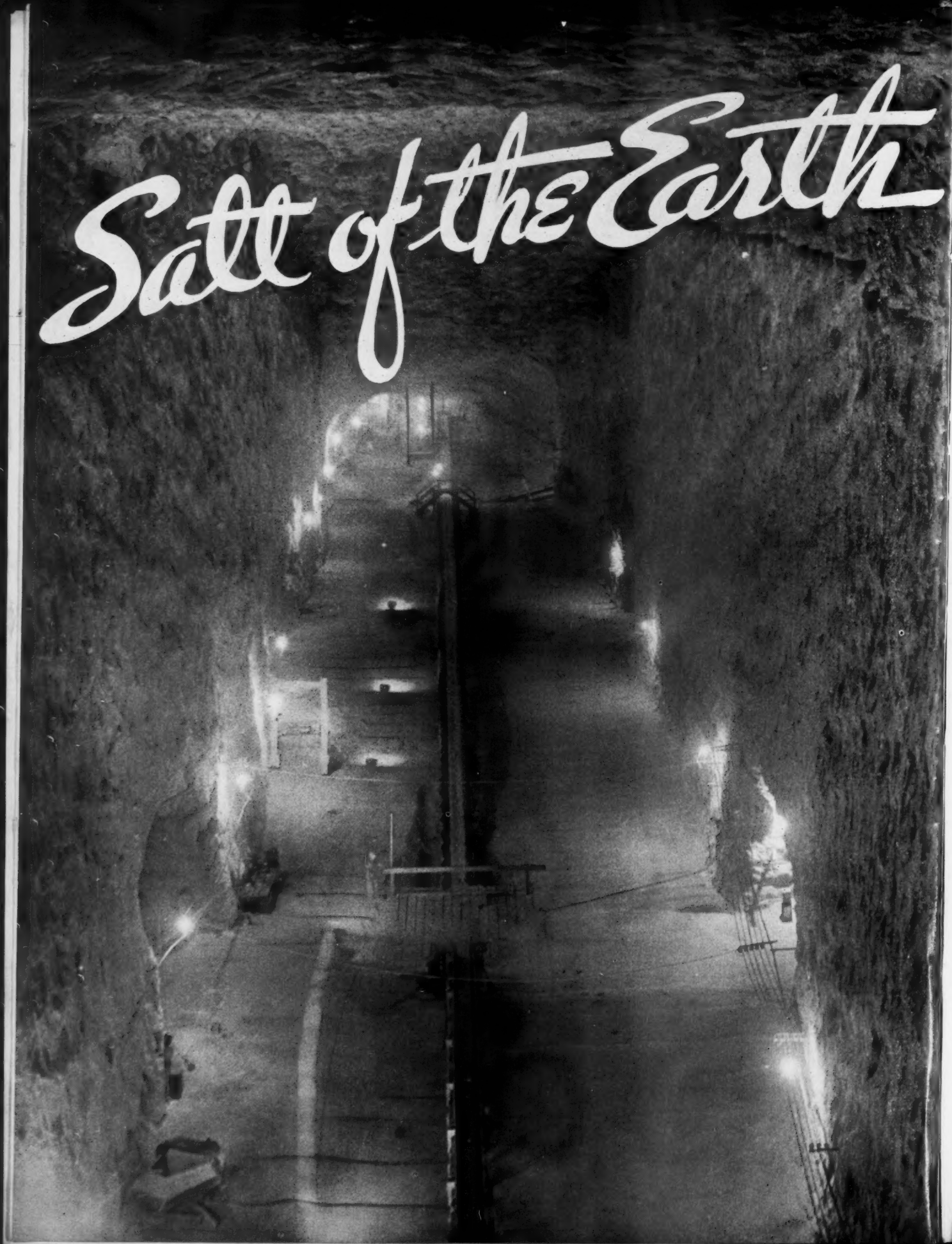
THE "Gulf Southwest" is an indivisible part of the economic empire of the United States. Its weal and woe are so inextricably bound up with the welfare of the United States as a whole that any attempt to deal with it as a separate economic entity would be futile. It has its own local problems, to be sure. But these are principally concerned with the production of such agricultural products as cotton, cereals and citrus fruits and in the mineral kingdom with petroleum and copper. These in turn fit into the problem of our international trade.

It may be safely assumed that the ultimate goal for which the men of the great Southwest strive is to maintain or raise the standard of living for themselves and their families. They can do this only by securing a fair market price for their products and paying a fair market price for the articles which they consume. The Southwest is, however, particularly dependent upon foreign markets for an outlet for their products and at least as dependent as the remainder of the United States upon imports to maintain their standard of living. For it must not be

*EDITOR'S NOTE: Written especially for Southwest Business.

(Continued on Page 18)

Salt of the Earth



S EVEN hundred feet below the earth's surface in Van Zandt County, sixty-nine miles from Dallas, scores of miners toil in a vast white chamber whose crystalline walls, ceiling and floor reflect every beam of light from the clusters of incandescent lamps.

Their story is a sequel to the history of what is perhaps Texas' oldest industry. Their work meets a need which has been one of man's greatest problems since the Neanderthal hunter, crunching marrow from the thigh bone of a mammoth, growled for salt over a smoky camp fire in Northern France when ice of the last glacial epoch sheathed most of the rest of Europe. From the dawn of history, salt has been one of man's prime needs. Salt, one of the basic requirements of civilization, even today serves as a medium of exchange in Central Africa.

The Texas chapter in the immemorial story of salt began countless years before the Spaniards explored East Texas. A series of great salt domes underlies Van Zandt, Smith and Anderson and other East Texas counties. One of the principal sources of salt for the Indians was a salt dome in what is now Van Zandt County, at a point first known to white men as Jordan's Saline.

Worked for Centuries

This great salt dome, underlying a sandy plain at the northern end of the Spanish grants, had been worked by the Red Men for unknown centuries before the encroachment of white warriors. The surface of this sandy plain was dotted with springs and even creeks which ran saline water.

Conquest of the frontier began in earnest at the dawn of the nineteenth century. Pioneers required salt just as the Indians had, and a source of supply near at hand saved long and dangerous journeys to the trading post, where a small supply of the precious commodity could be had only at the price of many hard-won pelts or buffalo hides. The frontiersmen began making salt at Jordan's Saline (later changed to Grand Saline) as early as 1845. The operations there became of great importance during the Civil War, when the entire South was suffering for lack of salt.

Commercial plants for production of salt were established at Grand Saline after the Civil War, and became the nucleus for the big industry there today. The Grand Saline salt plant today is the only one in the South or Southwest which employs both the rock mining and evaporation processes. There is only one other rock salt mine in Texas, located at Hockley in Southeast Texas.

Mule-Powered Pump

The story of Grand Saline's commercial development dates from those small evaporation plants established shortly after the Civil War. S. Q. Richardson's plant was established in 1859. Wells were sunk into the mountain of salt, the peak of which is some 200 feet below the surface, and the salt was brought up dis-

solved in water. Richardson's pump was operated by a mule and treadmill.

When the Texas and Pacific Railroad was constructed through Grand Saline, Mr. Richardson built another plant near the railroad and used steam for his operations. He enlarged the plant to a daily capacity of 600 barrels (250 pounds each) in 1900, and it was operated as the Grand Saline Salt Works until 1919.

The first plant for steam operation was erected by a Major Parsons, however, and several other plants were erected near his. These were later absorbed by B. W. Carrington & Co.

The Morton Salt Co., synonymous with the slogan, "When It Rains It Pours," began Texas operations in 1920. It found that the Grand Saline salt deposits were of as high quality as could be found in North America. It began extending its Grand Saline holdings and finally purchased B. W. Carrington & Co. Today the Morton Co. is sole operator of Texas' greatest salt dome, and Texas salt is sold throughout the South and Southwest.

Headquarters in Dallas

Southwest headquarters of the company are in Dallas, with Charles E. Gilpin as Southwestern district manager. The Grand Saline operations are directed from the central offices of the company in Chicago. S. H. Lee is production manager for the Grand Saline works, and B. W. Carrington, one of the pioneers in the Texas salt industry, is a vice-president of the Morton Company.

Grand Saline's mountain of salt is in much purer form than the salt deposits of other sections. Its purity test is ninety-nine and one-half per cent, and the Morton Company, operating in California, Michigan, Kansas, New York, Utah and Texas, describes the Grand Saline salt deposits as "of much higher quality than those found in other states."

The Morton Company nearly ten years ago decided to augment its well production of salt with rock mining. The

Grand Saline deposit had been definitely proved to be approximately one and a quarter miles in diameter and of unknown depth. Wells have been sunk into the salt for a thousand feet or more without reaching the bottom of the underground mountain.

To begin rock salt mining a shaft had to be sunk which would not interfere with the brine-producing wells. The exact nature of the underground mountain of salt was unknown to engineers. Geologists did not know how the mountain of pure crystal salt, solid as Gibraltar and hard as rock, was thrust up through strata of rock and earth. They did know that oil is frequently found near these salt domes; the big Van oil field of East Texas is only a few miles from Grand Saline; and the Morton Company mines lignite coal only a short distance from its salt mine.

Difficult Operations

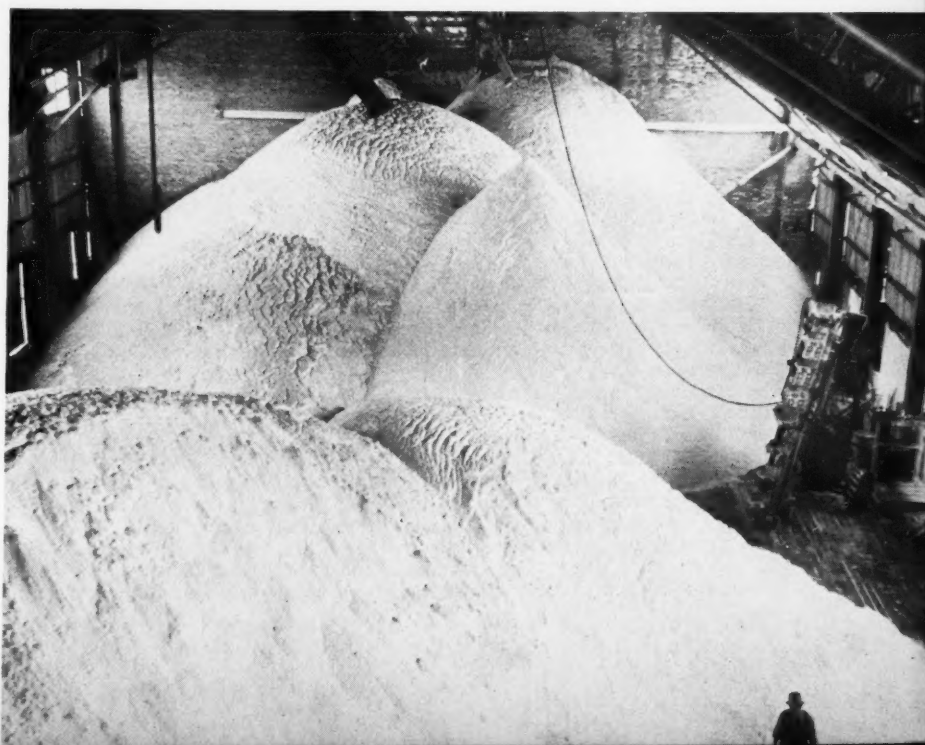
Underground lakes of salt water above the Grand Saline dome, quicksand and frequent cave-ins made sinking of the Morton Company's shaft a long and difficult process. After one and one-half years of work, requiring the greatest engineering skill, the shaft was completed, piercing the earth to a depth of 700 feet. The shaft is thirteen and a half feet in diameter, and workers are lowered down it in an elevator. The shaft empties into a vast chamber, several hundred feet in length, some 100 feet wide, and with a ceiling ninety feet high in places.

The Morton Company describes its Kleer mine at Grand Saline as the "newest and best equipped salt mine in the United States."

Workers in the mine have no fears for their safety, despite their terrifying

Mountains of refined salt, obtained by evaporation, in the Grand Saline refinery. For proportion note the figure of the man in the lower right foreground (below). Seven hundred feet down in the earth is the main chamber of the vast crystalline Kleer mine (opposite page).

Parker-Griffith Photos





Parker-Griffith Photos

After the rock salt has been blasted from the walls miners break it into movable pieces (above). Compressed air drills cut into the white rock preparatory to a dynamite blast (right).

depth in the earth. The quick sand and water which made sinking of the shaft so difficult have been sealed out with concrete reinforcing walls, four feet thick and with cassions, hot tar and steel. There are no gases such as collect in coal mines, and there is nothing cleaner than a salt mine. Salt dust may fill the air of the chamber and make work unpleasant after blasting, but there is no danger attached to the operations.

The Klear works have a complete mine conveyance system, electric lighting and electric hoists. The beauty of the vast mine is frequently likened to that of the world-famed Carlsbad Caverns of New Mexico.

Salt Supports Ceiling

No timbers are necessary in the salt mine. The miners simply leave columns of rock salt to support the roof. The salt is simply blasted loose and broken into smaller pieces with compressed air drills, picks and sledges. It is dragged into a huge hopper, which in turn empties it into the electric crusher from which it is lifted to the surface in big buckets.

From the time the salt is dislodged with an undercutting machine and a dynamite blast until it reaches the food it is to flavor it is not touched by hand.

When the salt is raised to the mouth of the mine shaft it is dumped into another crusher. From this it comes in the size of walnut shaped rocks, fed into a big conveyor belt into the refining plant. As the salt nuggets pass through an inclined tunnel, "pickers" remove all rocks which are not pure white. The culled salt rocks are lifted by another conveyor to the top of the five-story refining plant. Belts and machinery carry the salt downward through the intricate process by which it is made ready for packaging. Electrically shaken screens of various

sized meshes in the separator machines assort the salt by size. Some of it is left in rocks three quarters of an inch in diameter, while other is ground into fine dust.

Industry's Demands Heavy

A large portion of the salt production goes for industrial uses. It is a food preservative; it is used in curing hides, meat and fish; ice cream manufacture and refrigeration require large quantities; dairy and poultry industries consume seventeen per cent of the total production; coarse-grained crystals are used by oil refineries; chemistry has countless needs for salt.

Some of the salt used for industrial purposes is taken "raw" as it comes from the mine shaft and loaded directly into railroad cars. The other varying qualities of salt are taken from the different meshed separators into storage bins until needed for packaging.

Table salt requires delicate refinements from the dome rock. The rock must be crushed into crystals which will pour through table shakers. Air pressure boxes are then used to mix salt with chemical to prevent its caking in damp weather, and to provide the iodine which



the American Medical Association recommends.

Packaging of the salt is done completely by machinery. The machines not only box the salt but paste labels on the cartons and varnish them before passing them through a dryer.

Primitive Principle

The other salt production method at Grand Saline is fundamentally the same as that used by primitive peoples. Wells are drilled into the salt dome, fresh water is forced down through the outer casing to form a brine, and this brine is then pumped to the surface. The salt content of the water is then reclaimed by evaporation. While this process is on the same principles that have been used since the dawn of history, many improvements have been made.

At the Grand Saline plant both the open evaporator and vacuum evaporator

processes are used. Huge "snowdrifts" of this refined salt, mountainous in height, may be found in the refining plant.

More than three hundred persons are employed in the big Grand Saline plant, in addition to more than a score of others employed in the Dallas regional headquarters.

Experts declared that the Grand Saline deposits can be mined for three hundred years yet, and that there is a virtually inexhaustible supply in East Texas of the purest salt ever discovered.

* * *

Coincidence

Illustrations of "Salt of the Earth" are an impressive demonstration of one of the new industrial uses of salt from the Klear mine at Grand Saline.

By coincidence, the photographs reproduced on this and the two preceding pages were sent to the Southwestern Engraving Company of Dallas, and the copper halftones were etched on that firm's new Holland electric etching machines. The etching process requires only electricity and a salt water solution.

J. H. Webb, president of Southwestern Engraving Company, explained that the salt water and electricity etching machine was installed two months ago.

"We use the Holland machine to etch all our copper halftones, deep etch copper etchings and combination copper halftones and deep etch copper line etchings," he said. "Plates made in this manner are etched much deeper, the dots being straight down with no chance of their being undercut on fine screen halftone work. Backgrounds are smoother and tone values of copies are held better."

This new industrial use for Texas salt was developed by Lou Holland of Kansas City, Mo., inventor of the machine.

Countless other industrial processes require salt from the world's finest salt deposit, less than two hours' drive from Dallas, but the etching process is one of the newest and most interesting.

◆◆◆

Steamship Agents Expand Offices in Dallas

Moore and McCormack, Inc., steamship agents, have moved Dallas offices to larger quarters in the Cotton Exchange Building, according to an announcement by George L. Johnston, commercial agent in charge of the Dallas office. E. J. McLain has been added to the office personnel, and other staff increases have been made.

T. E. Judkins, Southwestern general agent for the line, coincidentally announced a new schedule for express service from Philadelphia to Houston, employing for this service four fast steamers of fourteen knots each, sailing every Tuesday from Philadelphia. A new fast schedule is also being inaugurated from Baltimore to Corpus Christi and Brownsville.

Headliners of the Month

William Joseph Morris of Dallas, new president of the American Petroleum Equipment Suppliers Association, has received the highest honor than can be achieved in his field of business.

Mr. Morris has several times been a "Headliner of the Month" in the Southwest. He was in that class three years ago when the Continental Supply Company moved its headquarters from St. Louis to Dallas, making this geographic center of the oil industry the headquarters for two of the three largest equipment and supply companies in the entire petroleum industry. He was in the "Head-



W. E. Mitchell, new president of the aggressive Dallas Junior Chamber of Commerce (above). J. Curtis Sanford, who matched Marquette and Texas Christian Universities for Dallas' New Year's Day Cotton Bowl football game (below).

liners" class in December, 1935, when, as a comparative newcomer to Dallas, he was elected director of the Dallas Chamber of Commerce. And thirty-odd days ago he achieved new honors when he was elected president of the American Petroleum Equipment Suppliers Association and a director of the American Petroleum Institute.

Mr. Morris was born in Hubbard, Ohio, July 12, 1881, and attended public schools in Youngstown. When he was graduated from high school in 1898 he became timekeeper for the Republic Iron & Steel Co. of Youngstown. In September, 1906, he left that company to become a cost clerk for the Youngstown Sheet & Tube Company. In 1914 he was elected assistant treasurer of that company and in 1921 was elected treasurer.

At the same time he was elected a director of the Continental Supply Co., a wholly owned subsidiary of the Youngstown Sheet & Tube Co. He was elected vice-president of the Youngstown Sheet & Tube Co. in 1924, and in 1930 was elected vice-president of the Continental Supply Co., still retaining his position with the Sheet & Tube Co., but spending two or three days each month in the Continental offices in St. Louis. When he was elected president of the Continental Co. in June, 1932, it became necessary to give his full time to that position.

In Dallas Mr. Morris has many interests. He is a member of the Dallas Country Club and the Brook Hollow Golf Club, of the Dallas Athletic Association, of the Petroleum Club of Dallas, is a member of the Ohio Society of New York and a director of the International Petroleum Exposition.

* * *

The Texan most in the public eye today is Congressman Sam Rayburn of Bonham, candidate for the all-important floor leadership of the House of Representatives.

At his country home two miles west of Bonham Mr. Rayburn is a gentleman farmer, interested chiefly in his blue-blooded Jersey cattle. At Washington he is known as one of the shrewdest politicians and parliamentarians in the capital. If his candidacy for floor leadership did not entitle him to "Headliners" position in the Southwest, his chairmanship of the powerful interstate and foreign commerce committee would.

Mr. Rayburn was born in 1881 on a Tennessee farm. Adjoining his father's place was the farm on which the late Martin Littleton was born. Mr. Rayburn's family moved to Texas and Mr. Littleton later moved to Dallas. Rayburn and Littleton were close friends until the latter's death, even after Littleton had moved to



William J. Morris, new president of the American Petroleum Equipment Suppliers Association (above). Congressman Sam Rayburn of Bonham, candidate for floor leadership of the United States House of Representatives (below).

New York to become one of the country's most famous lawyers.

At the age of 21, the year he finished his courses in East Texas State Teachers College at Commerce, Mr. Rayburn was elected to the Texas House of Representatives from the Bonham district. He served three consecutive terms in the Texas House, the last two years as speaker of the House. While still a member of the legislature, he was elected to the United States House of Representatives from the fourth Texas district, taking office at the beginning of President Wilson's first term, and has served continuously since.

It was while he was in the Texas legislature that Mr. Rayburn formed his close friendship with Vice-President John Garner, then a member of the legislature. When Mr. Garner was elected speaker of

(Continued on Page 23)

Shrinking the Southwest

By CARL L. PHINNEY*

TWENTY years ago the possibility of a major transportation system operating in competition with the water and rail transportation systems was a very remote possibility. Today this mode of transportation has developed into one of the largest industries. Prior to the construction of the network of splendid highways throughout the United States, the motor carrier industry had little chance to expand. However, with the mechanical improvement from year to year of the motor truck and the rapid construction of highways, truck transportation has become an important factor, both as to the private shipper and the shipping public who patronize a for-hire transportation system.

Whatever results have been accomplished in the way of improvement of service and facilities has inured to the benefit of the public. This is usually true when two or more industries engaged in the same class of business highly competitive. It is impossible to grasp the magnitude of motor transportation without considering this subject in all of

* Editor's Note: Mr. Phinney is general counsel of the Common Carrier Motor Freight Association, Inc., with offices in Dallas. This is the second of a series of articles on transportation facilities of Dallas and the Southwest. The first article, dealing with Southwestern railroads, was written by Frank Jensen, general passenger agent of the Texas and Pacific Railroad; the February article will deal with airlines, and will be written by C. R. Smith, president of the American Airlines.

Motor carriers provide the greater portion of the Southwest with overnight delivery service from Dallas. Left, loading merchandise at a terminal dock; below, final safety inspection before a truck is released on a three-hundred mile overnight run; right, a big merchandise shipment leaves Dallas at dusk for West Texas.

Parker-Griffith Photos



its phases. The development and improvement of the automobile has resulted in the people of the United States and the State of Texas becoming travel-minded. It has brought cities, towns and states into a closer relationship, both industrially and socially.

The effect of the motor transportation for-hire industry in the Southwest reveals some rather interesting facts. Few citizens in Dallas realize that 15,000 people in Dallas are directly affected by the truck and bus lines. There are fifty-five truck lines operating into and out of the City of Dallas and five major bus lines. The payroll of this industry amounts to more than \$3,750,000 annually to the City

of Dallas. The amount of supplies and equipment purchased by the truck and bus lines operating into and out of the Southwest territory very materially affects more than fifty industries in the City of Dallas. The purchase of gasoline and oil, tires, truck accessories, parts, the purchase of trucks and busses, stationery and supplies, and numerous other items of merchandise, very vitally affects the major portion of the business interests of Dallas.

Truck and bus operators believe in the Southwest trade territory and are making plans for the future development of Dallas and the Southwest trade territory in many ways. Recently two large truck lines purchased real estate in Dallas and constructed truck terminals and warehouses at a cost of more than \$200,000.

It is, of course, impossible to estimate the financial and economic benefits of

progress and growth of Dallas and the Southwest trade territory.

Vehicle Users Pay Big Tax

Probably one of the most interesting phases of this subject is the question of the payment of taxes by motor vehicle users. According to the reports of state officials as filed with the Bureau of Public Roads of the United States Department of Agriculture, during the year 1935, motor vehicle users paid special state taxes amounting to \$950,971,000. Of this amount, \$761,533,000 was allocated for highway purposes and constituted by far the largest source of highway revenue. State highways received \$522,130,000; local roads and streets were allotted \$238,145,000, and \$1,269,000 for miscellaneous highway purposes. A total of \$147,142,000 was diverted to non-highway purposes; \$86,658,000 going to general funds; \$16,925,000 for relief funds; \$30,773,000 for educational purposes; and the remainder allocated for miscellaneous purposes.

The success that the motor transportation for-hire industry has enjoyed would have been impossible without the patronage and co-operation of the public. In other words, without the demand from the public for such service, the truck and bus lines of the State of Texas and the United States could not have survived.

Transportation Revolutionized

This method of transportation has revolutionized the mode used in the transportation of commerce generally. Highly

(Continued on Page 28)

Satellite Industry-Tin Cans

FACTORIES, like planets, attract their own satellites. This axiom is of major importance in the industrial growth of a city—is proving to be one of the big factors in manufacturing expansion in Dallas.

Each big industry in Dallas creates a market for some other allied industry. If the market is big enough—and approachable—that satellite industry is established in Dallas. Typical of this process of industrial growth is the manufacture of cans in Dallas. The can factory came because there were enough other industries needing cans for their products to take the entire production of the can manufacturer.

Cotton oil products factories and egg breaking plants require large quantities of cans. Both of these industries in the Southwest are concentrated in Dallas. Other factories in the industrialized smaller cities of North Texas were good prospects for a Dallas can factory. These users of cans formerly had to allow approximately three weeks from the day they placed orders before getting delivery on their cans; production demands fluctuate, and money tied up in big stocks of supplies is wasted money, so three weeks delay in getting containers for their products was costly to Dallas manufacturers.

Under these circumstances, establishment of a can factory in Dallas was logical and well-nigh inevitable. It came nine years ago when E. Rowse Thompson and Louis G. Clemens moved from St. Louis to Dallas and founded the Thompson Can Company, 1304 South Austin St. Both Mr. Thompson and Mr. Clemens had been associated with can manufacturers in St. Louis for many years; Mr. Thompson became president of the Dallas company and Mr. Clemens vice-president and plant superintendent.

The plant was established in a modern, fireproof brick factory building with the most modern high speed machinery. Expansion of the business within the nine years has crowded the factory building until virtually every inch of the 20,000 square feet of floor space is at a premium.

At capacity, the plant produces four to five carloads of 110-pound cans a day; employs 100 workers; and supplies 150 industries in North, Central and West Texas and Oklahoma. The annual payroll is approximately \$750,000.

Second Day Delivery

The most important fact about this unique Dallas industry is that an order placed today will be delivered to a Dallas customer tomorrow; to an out-of-town customer not later than the next day.

The company has contracts ranging from one to three years to supply its customers with their can needs. A large variety of styles, shapes and sizes are manufactured for such products as shortening, lard, frozen eggs, coffee, peanut butter, candy baking powder, print-

ing ink, ice cream, milk, and many other products that are best preserved and marketed in metal containers. In addition, millions of the standard No. 2 and No. 3 tin cans are manufactured and sold throughout the Southwest for home canning. These cans eventually are purchased by housewives in farm and city homes who operate small canning units for keeping the family's larder well stocked. Home canning with modern pressure cookers and hand sealers has become a very simple process, and many housewives are now producing their own canned foods, which are equal in quality and appearance to those canned by the large commercial canneries.

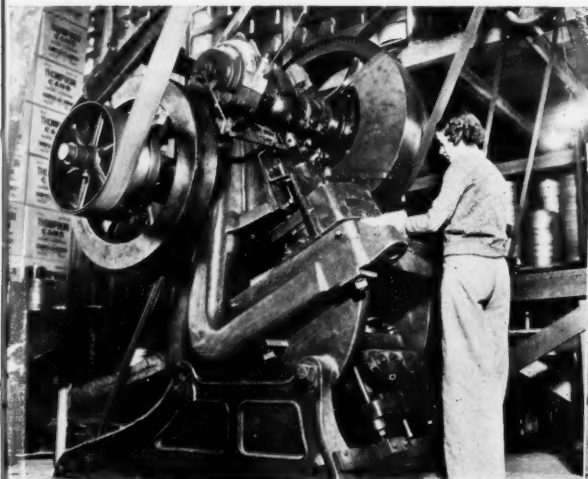
Steel Plates Heavy

Many persons are surprised to learn that tin cans contain very little tin. The tin plate from which they are made is ninety-eight and one-half per cent steel and one and one-half per cent pure tin. The steel is used for strength and the pure tin as a protective coating on the steel. Such plate is far superior for cans than pure tin would be, as it combines both strength and food-preservative qualities.

The tin plate and black plate comes to the Dallas factory from steel mills located in the North. The sheets are packed on wood platforms about four inches high and securely fastened with strap iron. Each platform of tin plate weighs about 3,000 pounds. For protection in transit the material is covered first with moisture-proof paper and then further protected by a covering of corrugated paper. Smiley Parks, strapping veteran of Dallas' heavy industry, with the aid of an unique lift-truck can unload a 40,000-pound car of this plate in about twenty minutes.

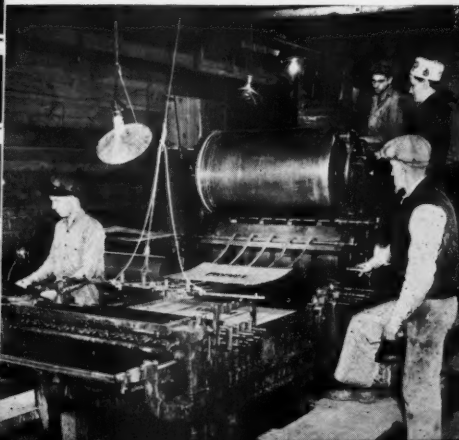
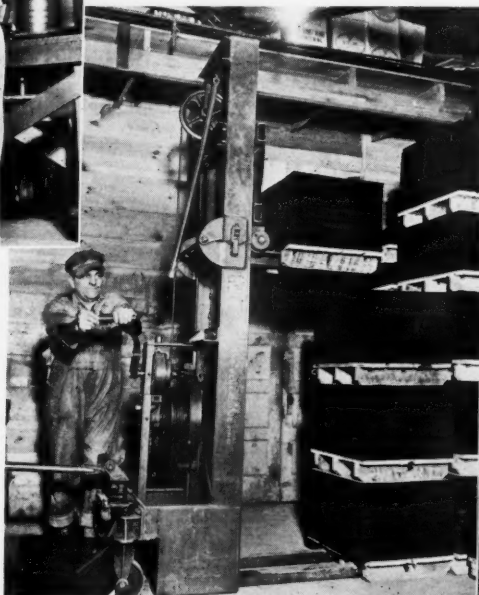
The plate is kept in a specially heated room, at even temperature, to prevent rusting before it is processed. The plate, of course, comes to the factory in special sizes, suited to cutting into can parts with the minimum of waste. (Scraps from the cuttings are used in manufacture of

(Continued on Page 20)



Above, the big punch press cuts ends for the largest size cans; the girl operator is feeding a sheet of tin plate into the press. Center, Smiley Parks stacks a pile of "black iron"; the bundle on the hoist weighs 3,300 pounds. Right, sheets of tin plate are labeled by lithograph before being made into cans.

Parker-Griffith Photos



When Good Neighbors Meet

DEFINITE proposals for Latin American participation in the Greater Texas and Pan American Exposition, the "good neighbors fair" which will open in Dallas June 12, 1937, are before the American republics with encouraging prospects of enthusiastic reception.

The Greater Texas and Pan American Exposition will be staged in the enlarged and revised plant which was the site of the Texas Centennial Exposition of 1936. The 1937 fair will be dedicated to cementing the friendship of the North and South Americas, and the "good neighbor" policy expounded by President Roosevelt in his recent speech in Buenos Aires will be the keynote of the exposition's plans.

Frank L. McNeny, Dallas city builder and civic leader, was unanimous choice for director general of the Pan American Exposition. He has already assumed his new duties, and under his direction departments are being set up and plans formulated for the Southwest's second world's fair.

Mexican Trip Planned

A "good neighbors" special train which will go from Dallas to Mexico City the latter part of February will serve an important purpose in demonstrating the friendship of Dallas for her Latin American neighbors. The goodwill tour will stop in Monterrey, Saltillo and other cities and will spend at least a week in Mexico City. The trip will be open to the general public and at least 250 men and women are expected to leave Dallas on the de luxe train.

Nathan Adams, chairman of the board of directors of the 1937 exposition; Fred F. Florence, president, and Director General McNeny joined in a cablegram to Secretary of State Cordell Hull last week apprising him of the objectives of the undertaking. Secretary Hull is attending the Inter-American Peace Conference at Buenos Aires and a special cable message to him from United States Senator Tom Connally requested him to issue an invitation for all South American countries to participate.

The cable to Secretary Hull was as follows:

"The remarkable advancement now being made in Inter-American relations will be given concrete recognition at The Greater Texas and Pan American Exposition opening at Dallas June 12, 1937, for a period of five months. This great fair of the Western Hemisphere will be dedicated to the furtherance of the firm friendship existing between the United States and the neighboring republics of South and Central Americas. It will be held on the spacious and beautiful site occupied during the past year by the Texas Centennial Exposition. Magnificent buildings, triumphs of architectural art,

already are set aside for exhibits from the governments and business enterprises of Latin American nations. Many of the greatest business institutions of the United States have arranged for exhibit space. The Greater Texas and Pan American Exposition will give international publicity and advertising to the industrial resources of two great continents. In view of the epoch-making events now in progress in South America, Texas believes that it is timely to make this gesture of friendship as a good neighbor. Since Texas ports and inland cities for years have traded happily and prosperously with the great nations to the South of us, Texas becomes a logical spot for the celebration and cementing of Pan American friendship. We feel that you as a member of the United States Commission for Texas Centennial celebrations would wish to be advised of the plans for this Greater Texas and Pan American Exposition while you are yet in South America performing such constructive work for Western World peace and happiness."

Hull Wishes Success

In response, Secretary Hull wired, "I greatly appreciate your cordial telegram regarding the Greater Texas and Pan American Exposition in its efforts to promote friendship and mutually profitable commercial relations between the countries of this hemisphere. I wish the Exposition every success."

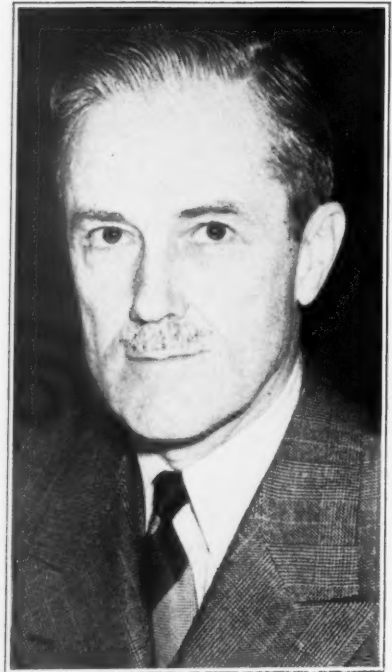
Plans of the Exposition call for one or more great buildings dedicated to South American countries. Emissaries will soon be sent to all the nations in South America and in Central America. A special representative is likely to be sent to Mexico City and also to Havana, Cuba. Several Mexican business organizations have already expressed great interest in the Exposition.

A number of the major exhibitors at the Texas Centennial Exposition have already indicated their intention of renewing their exhibits for the 1937 period. Other corporations, interested in Latin American trade, are making inquiries in regard to exhibit space.

Auto Sales Gain

New automobile registrations in Texas during November increased sharply over those of the preceding month and substantially over those of the like month last year, the University of Texas Bureau of Business Research has reported.

Registrations in fifteen representative counties totaled 6,284 cars, 52.3 per cent over October and 11.1 per cent over November, 1935. Aggregate registrations during the eleven months of this year were 62,675 cars, against 54,630 cars dur-



FRANK L. MCNENY

ing the corresponding period last year, an increase of 14.7 per cent.

In comparison with the preceding month, sales in the two lower price brackets made the sharpest gains, but in comparison with November and the year to date last year this year's sales gains were considerably greater in the upper than in the lower price brackets, the Bureau's report said.

Firm Celebrates

The fiftieth year of business is being celebrated by the Provident Life and Accident Insurance Company. The home office of this institution is located at Chattanooga, Tenn., with the Dallas branch under the supervision of Arthur C. Henderson as general agent, and located in the Great National Life Building. Mr. Henderson is a pioneer in the insurance field. He was appointed to his present position in May, 1936. Under the present management a big increase in all classes of insurance written by the firm is reported by the management.

The number of chattel mortgages filed in Dallas County during the first eleven months of 1936 was 80,065, compared with 68,509 for the corresponding period of 1935. The number of passenger vehicles registered in the county, as of December 1, was 82,915, against 76,025 on December 1, 1935.

Neither Fools Nor Strangers

IN California and Florida climate is an article of faith; in the North and East climate is a chronic complaint, serving much the same purpose in conversation as neuralgia or rheumatism.

But in the Southwest climate is all things to all men. Natives either accept it or speak of it with indifference. To the farmer it is frequently an alibi; to the stranger it is an unexploited resource; and to Uncle Sam's weather man, with an eye on his distant colleagues' daily reports, it is a matter for gloating over.

The weather man can't, with full propriety, make disparaging comparisons with his colleagues' climes but the comparative data available at every United States Weather Bureau tell a sufficiently impressive story to make the Southwest think twice about its climate. Perhaps

climate, after all, is something to personalize and boast about as in California and Florida. The old saw that only fools or strangers will predict the weather may be just a bit prejudicial.

Study of the Southwest's weather has been virtually forced upon the region this past year, in the wake of publicity-stirred interest in the Texas Centennial celebrations. From Canada, from the frozen areas of Northern United States, from the damp, humid coast cities of the East, have come hundreds of inquiries about the climate of the Southwest, and of Texas in particular. Dallas, as focal point of Centennial-generated interest, has borne particularly careful climatic scrutiny.

New Pride in Climate

The results, especially in Dallas' part of the weather equation, have brought

new confidence and pride in climate. Dallas and Texas today feel that they can face either California or Florida, to say nothing of less favored climes, and talk climate as long as may be necessary.

For instance, a survey of twenty-one weather bureaus in principal cities of the United States places Dallas second in the average annual total hours of sunshine. Only one other city has lower average humidity at 7 p. m. Only three cities have more cloudless days, on the annual average, and only one city has fewer partly cloudy days.

The principal factors of climate are average minimum and maximum temperatures, humidity, total hours of sunshine, average hourly wind velocity, rainfall, and length of growing season. The weather study can be carried further, but there is little else to consider as essential.

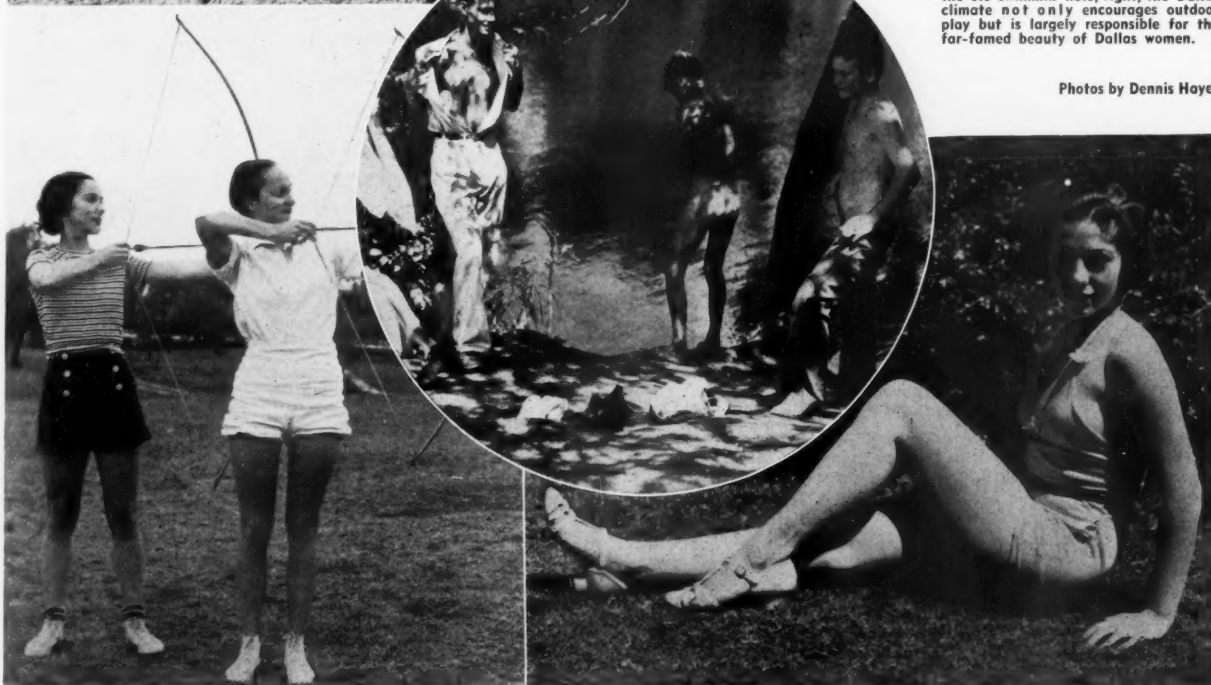
Dallas' Atmosphere Pure

Unfortunately, data are not available to show the relative purity of atmosphere in the various cities. That's another vital point on which Dallas would welcome careful study.

(Continued on Page 30)

Three thousand, three hundred and nine hours of sunshine a year make outdoor play a year-round habit in Dallas. Dallas' high percentage of sunshine, relatively low humidity, and annual average of more than eight months between killing frosts encourage such scenes as these. Above, youngsters frolic in the sand at White Rock Lake, largest and most popular of the city parks. Below, left, coeds find archery practice a year-round sport; center, a summer afternoon at the ole swimmin' hole; right, the Dallas climate not only encourages outdoor play but is largely responsible for the far-famed beauty of Dallas women.

Photos by Dennis Hayes



DALLAS BUSINESS

NEW CONCERNS — CURRENT STATISTICS — BUSINESS BRIEFS

AN important December addition to the rapidly growing petroleum industry in Dallas was the Barnett Petroleum Corporation, prominent independent producing company operating widely in the Southwest. Formerly located in Oklahoma City, more recently in Houston during the Gulf Coast boom, the company chose Dallas for permanent headquarters because of its central location with respect to all of the important producing fields of the Southwest. Ben G. Barnett is president; Roy M. Johnson, vice-president in charge of the land and lease division; Charles Abbott, assistant to the president, and Joseph Kornfeld, geologist. Headquarters are in the Kirby Building.

Theodore Copeland, Jr., with offices in the Republic Bank Building, M. S. Church, with offices in the Continental Building, and R. J. Byrd have organized the B. C. C. Corporation, to engage in the production of oil.

Bruck-Sacks, Inc., advertising agency, recent purchasers of the Johnston Advertising Company, have opened offices at 911 Liberty State Bank Bldg., formerly the Athletic Club Building.

Charles Curtain Company, manufacturer of drapes and curtains, has established offices at 604 Wholesale Merchants Bldg.

Frederick W. Gollum, crude oil broker, formerly of Los Angeles, has moved his headquarters to Dallas and is temporarily located at 2020½ Main St. He will establish offices shortly in one of the leading downtown office buildings.

Good-Line Manufacturing Company is the name of a new manufacturer of insecticides and disinfectants, located at 1124 South Fitzhugh St.

The Haggar Company, fourth unit, Santa Fe Building, one of the Nation's largest manufacturers of men's pants, has filed an amendment to its charter increasing its capital stock from \$150,000 to \$225,000.

Hall-Young, Inc., 2018½ Commerce St., are Southwestern distributors for Chambers gas ranges, with Dallas as headquarters. Branches are maintained in Houston, San Antonio, Little Rock, and Memphis. John L. Young is president.

Establishment of a geological department for the convenience of its members is being considered by the Independent Petroleum Association of Texas, of which D. Harold Byrd of Dallas is president. If the office is established it will be located in Dallas, which has more important in-

dependent producers than any other Southwestern city.

Interstate Securities Company of Kansas City has opened a Texas division office at 726 North Ervay St., handling automobile notes for distributors and dealers. H. L. Miller is manager of the Dallas office.

George Jacobson Company, handling a line of ladies' ready-to-wear, has established sales rooms at 201 Wholesale Merchants Bldg. Among the manufacturers represented are Dancing Modes, Inc., and Garden Frocks Company.

Marks, Laser & Company, nationally known New York and New Orleans brokerage concern, has established a branch office at 211 Browder St., with L. A. Ott of Dallas as manager.

The Old Reliable Benefit Association has opened offices at 411 Linz Bldg.

Lincoln Liberty Life Insurance Company, Lincoln, Nebraska, has established offices at 1215 Gulf States Bldg., with S. Orr Neal of Dallas as agent.

Recordak Service, Inc., of New York, operating a photographic film developing service, has established a Southwestern branch at 1504 Young St.

Rust-Oleum Corporation, of Chicago, manufacturers of rust-proof paints, have established a branch at 527 North Akard St., covering Texas and Oklahoma. The company also distributes house paints, varnishes and enamels manufactured by the Passonno-Hutcheon Company of Cleveland.

South-Western Publishing Company, Cincinnati, Ohio, has established a branch at 707 Browder St., covering Texas, New Mexico and Louisiana. The company publishes text books.

(Continued on Page 37)

CURRENT STATISTICS

BANK CLEARINGS

November, 1936	\$213,591,268
October, 1936	250,398,330
November, 1935	184,278,763

BANK DEBITS

November, 1936	\$224,017,000
October, 1936	266,366,000
November, 1935	197,966,000

BUILDING PERMITS

November, 1936	\$ 543,860
October, 1936	686,353
November, 1935	814,383

GAS METERS

November, 1936	71,623
October, 1936	71,138
November, 1935	67,789

LIGHT METERS

November, 1936	76,912
October, 1936	76,872
November, 1935	72,648

POSTAL RECEIPTS

November, 1936	\$ 346,709
October, 1936	430,590
November, 1935	319,349

TELEPHONES

November, 1936	81,051
October, 1936	80,554
November, 1935	73,794

WATER METERS

November, 1936	68,832
October, 1936	68,695
November, 1935	66,409

EDITORIALS

Justified Optimism

Business enters 1937 on a new high of confidence and optimism. Recovery was definitely felt in 1936 and in many lines the year's business approached all-time records in volume. Profits were big and well distributed. The last-quarter tidal wave of extra dividends, employees' bonuses and salary increases has been sensational and has put everyone in a frame of mind for New Year prosperity.

There is every need for wholesome growth. Five years of depression stunted American business and it is only now returning to its normal rate of development. The Southwest, still largely undeveloped economically, is a logical outlet for that normal growth of American business. In consuming market, in natural resources, in climate and in geographic advantages, the Southwest has every inducement for business.

It is that wholesome growth, and only wholesome growth, that the Southwest wants. Some sections of business and a large portion of the population today seem to be in "boom" mood. That is not what the Southwest wants; the heady wine of recovery must not tempt business into another 1928-29 debacle. The forces of inflation and speculation must be kept in check to give every opportunity for justified growth. The Southwest, above all other regions, has justification for almost untold development in the years immediately ahead.

Greetings

Christmas time has come again and we are sure that you, like ourselves, feel responsive to the sentiments of the Christmas season and it is well to respond to the beautiful philosophy of the holidays—and thus will our better impulses bring a tranquil peace into our lives and also a deep feeling of thankfulness for the many blessings and pleasant associations of the year now passing out.

It is good to step beyond the circle of our own affairs and take an interest in the lives of our fellowman, extending to him a helping hand and kindly word as he travels along the short and difficult road of life. Thus it is that our faith in mankind is established, for after all, the relationship is one of mutual dependence, and in extending our meager but sincere help to others, we know that the mantle of charity will be spread over the errors we have made.

It is the desire of all of us to so conduct our lives and businesses that as the years go by we can feel that we have accomplished a worthwhile work and that we have helped to give a finer dignity to the trade which we follow.

So we heartily join in the sentiments of this Christmas time, and wish you and yours a bright and happy Christmas and hope the New Year will be filled with days of health and prosperity.

Decentralization Comes

Southwest Business this month publishes an article on a tin can factory in Dallas, one of three in Texas and the only one in Northern Texas. This

factory is an illustration of what is meant by industrial decentralization, and its success is one of the best arguments available for this pronounced trend of American industry.

The can factory was established in Dallas because its market is here. Dallas factories and the factories of other smaller industrialized cities of this region take the bulk of the can factory's production. The can factory finds a ready sale for its entire output on the basis of proximity and service to its customers, not on price.

Each year provides more unanswerable arguments against the idea that industry can serve the entire country from a few centralized cities. Distribution, labor supply and consumer purchasing power require decentralization. The Dallas can factory is just an augury of the industrial development which the immediate future holds for Dallas and the Southwest.

Inventory Time

Our most wholesome industrial and business growth comes through the addition of those firms which should be located in Dallas to take advantage of existing opportunities. Such additions serve to meet existing needs or to create new markets.

Practically every business executive is acquainted with firms which should be located in Dallas to meet existing demands or to serve the Southwest better. Many of our most desirable business additions have come as a result of Dallas' executives sensing their need and then working with the Chamber of Commerce to cause the location of the new business here.

Why not take an inventory of your business looking for opportunities for its own wholesome expansion, or if the discovered need is one which should be met by the establishment of a new business, work with the Chamber to help bring it to Dallas?

There will be found many instances in which goods are bought in large quantities from foreign markets that could be produced better and more economically in Dallas. In other cases manufacturing processes use supplies which could and should be made locally.

Hundreds of opportunities exist for the development in Dallas of various lines of merchandising and manufacturing which are not here. Co-operation on the part of all will speed up this normal growth. The Chamber welcomes the suggestions of its members.

To All Members

I feel justified in taking this opportunity to pay tribute to the staff and employees of the Chamber of Commerce, all of whom have done their jobs in an efficient and capable manner and who do not always get the public recognition to which they are entitled.

They are indeed loyal, and as proof of this loyalty there was not uttered one complaint when it became necessary to materially increase their work and hours because of the Centennial Exposition. I wish to frankly acknowledge my obligation and appreciation to them, and feel fortunate in being associated with each member of the organization.—J. Ben Critz.

Business Review and Outlook in the Southwest

DALLAS and the Southwestern area have continued to record gains during the past month as compared with the same month of last year. While the Centennial Exposition closed on November 29, business has continued at a good pace. Of course, the closing of the Exposition was bound to exert some influence, but the business impetus already under way and aided by the Exposition, is continuing on the upward grade.

During the week ending November 21, Dallas retail stores reporting to the United States Bureau of Foreign and Domestic Commerce indicated that all stores had enjoyed gains for that week as compared with the same week of last year, these gains ranging from 6.7 per cent for the lowest to 42 per cent for the highest. Two thirds of the reporting stores showed gains of more than 20 per cent. The week ended November 28 found the Dallas stores with a range slightly better than for the previous week, the gains being from 8.2 per cent to 43.4 per cent. Two thirds of the reporting stores registered gains better than 25 per cent. The week ended December 5, these stores registered gains ranging from 7.2 per cent to 126.4 per cent, better than half of the stores having gains of 20 per cent or better. Week ending December 12, gains ranged from 4.5 per cent to 73.5 per cent, almost half of the stores having gains of better than 25 per cent.

For the month of November these Dal-

las stores had gains ranging from 6.1 per cent to 32.7 per cent, half of which had gains for the month of 20 per cent or better.

According to the Federal Reserve Board, the Dallas Federal Reserve District for the month of November showed a gain of 12.6 per cent for department stores. For the City of Dallas this gain as compared with November of last year was 15.8 per cent. The November gains both for the district and for Dallas as compared with the same month of last year are not as great as was the case in October compared with October of last year. However, this might be due to the fact that the cotton crop came in earlier this year than last year and consequently the cash from the cotton crop reached the retail channels earlier this year than was the case last year.

Construction Gains

Building permits for a group of twenty-four cities in North Texas and Oklahoma for the month of November registered an increase of 31.7 per cent in value of permits as compared with November of last year.

Dallas merchants estimated that local lineage in advertising Christmas merchandise would exceed similar lineage for last year by as much as 15 per cent. Automobile registrations for Dallas County in November totaled 1,578, representing an increase of 44.3 per cent compared with November of last year. The eleven-month total is 20.2 per cent ahead

of the entire year 1935. For the week ended December 12, automobile sales in Dallas County reached 515, being the highest for any week in the history of the tax collector's office. New automobile registrations in a representative group of Texas counties reporting to the Bureau of Business Research of the University of Texas, showed an increase of 52.3 per cent in November over October and an increase of 11.1 per cent over November of last year, while the first eleven months of the present year registered an increase of 14.7 per cent over the comparable period of 1935.

Dallas postal receipts in November amounted to \$27,400, representing an increase of 8.6 per cent over November of last year.

The total carlot shipments of Texas fruits and vegetables in November reached 2,395 cars, representing an increase of 67 per cent compared with November of last year. The season's truck shipments up to and including November amounted to 10,643 cars and represented a gain of 116 per cent over the same period of 1935, according to the Federal-State Market News Service. November carlot unloads of fruits and vegetables in Dallas amounted to 433 as compared with 393 for the same month in 1935; and carlot unloads of fruits and vegetables in Fort Worth were 246 for November as compared with 187 for the same month of last year.

Late Cotton Damaged

The Texas cotton crop December 1 forecast of the Department of Agriculture was 2,945,000 bales, being slightly less than last year's crop and represents a decrease of 19.9 per cent from the November 1 forecast, the decrease being due to damage to late cotton by frost and freezes. The forecast for the Dallas district, however, is better than 1,000,000 bales and represents a 37.6 per cent increase over last year's crop, according to a release of the Bureau of Agricultural Economics.

Employment and payrolls in Texas during November increased 9.2 per cent and 17.8 per cent, respectively, over November of last year, and compared with October, November registered a gain of 1.8 per cent in employment and 2.9 per cent in payrolls. Cities showing improvement in both employment and payrolls greater than the state average were as follows: Amarillo, Beaumont, Dallas, Ft. Worth, Houston, Laredo, Sherman, Tyler, Waco, and Wichita Falls. The groups of industries making better than average showing over a year ago for both employment and payrolls were as follows: building materials, clothing and textiles, forest products, and furniture manufacturing, according to the Bureau of Business Research, University of Texas.

The Dallas Post Office reports airmail poundage in Dallas for the first eleven months of the present year 102 per cent above the same period of last year, and the November poundage registered an increase of 275 per cent over the same month in 1935.

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Texas Refineries Take 67% of Oil Output

SIXTY-SEVEN per cent of the crude oil produced in Texas is converted into manufactured products by refineries located within the State, according to figures released by the Mid-Continent Oil and Gas Association of Texas. This information is substantiated by figures for 1935, compiled by the United States Bureau of Mines and the Petroleum Administrative Board, Washington, which show that Texas produced 391,097,000 barrels of crude last year of which 262,925,000 barrels were utilized by home refineries, the products of which were shipped to other states or consumed within the State.

The Texas oil industry provides a large labor payroll which is materially augmented by home manufacture of petroleum products through its 197 refining plants located at strategic points throughout the State. This is of paramount importance to the people of Texas since the encouragement of home industry affords additional employment opportunities for labor which might otherwise be diverted to other states. As a result many thousands of persons are gainfully employed by these refineries which process Texas crude oil for gasoline, kerosene, fuel oil, lubricants and scores of other valuable products which are constantly in demand throughout the world.

In contrast with the oil industry of Texas, which utilizes two thirds of all the oil produced in the State, are the cotton and wool industries which, according to the Texas Almanac and Industrial Guide for 1936, ship out of the State nearly all of the raw material produced. Only three per cent of all the cotton produced in Texas, according to this authority, is actually consumed by Texas cotton mills. This means that of the latest annual cotton output aggregating 2,406,000 bales, only 72,180 bales were utilized by home industry. In the case of wool production, in which Texas leads the Nation, all of the raw product is shipped out of the State, none being consumed by the Texas manufacturing industry. The Texas Almanac states, "There is not even a scouring plant in Texas, and it is estimated that freight charges on grease and dirt, alone, cost the wool growers \$760,000 a year in sending its wool to market." The neighboring state of Oklahoma, according to 1935 figures of The Petroleum Administrative Board, refined 57,422,000 barrels of crude oil in its home refineries, but shipped out to other states a total of 136,000,000 barrels. This means that Oklahoma utilizes only twenty-nine per cent of its raw material against sixty-seven per cent which is consumed by Texas oil refineries. A balance sheet of the Texas oil industry shows that crude oil is shipped to twenty other states as well as to numerous foreign countries. Texas also received crude oil from Oklahoma, Louisiana and New Mexico, as well as some foreign oil, a portion of which is reshipped in interstate and foreign commerce.

Texas leads the world not only as the largest producer of crude oil but also as the largest manufacturer of petroleum products. In 1935 Texas produced forty per cent of the Nation's crude oil supply and its oil refineries processed twenty-seven per cent of all the oil manufactured into petroleum products in the United States.

Texas Leads In Oil

If all the oil produced in Texas to date was placed in barrels of forty-two gallons each, and stacked in a single perpendicular column, it would make a monument 2,800,000 miles high! Such is the

imaginary monument that stands in Texas today as a tribute to the hardships and courage of the "Wildcatter" who made it possible for Texas to lead the world in oil production.

Analysis of the world's oil production statistics, by the Mid-Continent Oil and Gas Association of Texas, shows that Texas has, with one exception, produced more oil than any other state or foreign nation. From 1889 through 1935, Texas produced 4,200,000,000 barrels of crude oil, which is fifteen per cent of all the oil produced in the history of the world! Only California has produced more, and there oil was found thirteen years before the first well was drilled in Texas.

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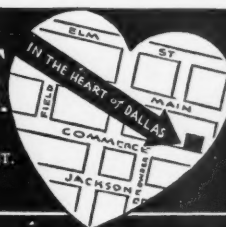
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SOUTH OF THE DEPRESSION

Rural Retail Sales by Regions

(Months shown represent percentage comparisons with same month one year ago. All figures are gains unless otherwise specified.)

1936	East	Middle West	Far West	South ¹	U. S. as a Whole
October	25.0	18.0	10.0	35.0	21.0
September	15.0	13.0	22.0	28.0	18.0
August	26.0	17.0	20.0	24.0	20.0
July	19.0	12.5	25.0	24.0	18.0
June	13.0	9.5	23.0	15.5	12.5
May	26.5	19.5	24.5	21.5	21.5
April	11.0	5.0	19.0	8.0	8.5
March	11.0	8.0	20.5	6.5	9.5
February	8.5	.5	14.0	.5	2.5
January	11.0	5.0	18.0	15.0	10.0
Dec. '35 compared Dec. '34	20.0	12.5	19.5	17.5	16.0

¹Arkansas, Louisiana and Texas are classified in the South.

Recovery Dividends

(Continued from Page 5)

lions of dollars in 71,234 retail stores. During the same period, over a billion and a half dollars of sales were made by Texas wholesale establishments.

Big Retail Sales Gain

These facts clearly demonstrate both the buying power of the Texas consumer and the ability of Texas merchants to distribute goods. Each Texas consumer spent approximately \$221 in retail establishments in his own state during 1935. While the figure is \$90 less than the per capita sales in 1929, it is, nevertheless, \$55 greater than in 1933.

The 1935 per capita consumption of retail merchandise in Texas was almost \$46 less than the United States average. For the Southwest area an average of \$189 was spent, this being seventeen per cent lower than the sales per person in the State of Texas. Other Southwestern states showed per capita sales of \$207 in New Mexico, \$180 in Oklahoma, \$163 in Louisiana, and \$129 in Arkansas.

From an analysis of retail figures, it is encouraging to note that recovery in Texas was somewhat greater than that for the Nation as a whole. Total United States sales were thirty-one per cent higher in 1935 than in 1933. Texas exceeded this with a recovery of thirty-four per cent during the same period, while five states comprising the Gulf South-west indicated an increase of thirty-three per cent.

Current evidence of continued recovery has been available to Southwest merchants for the past year. Since October, 1935, monthly figures have been collected, compiled and publicly released by the Bureau of Foreign and Domestic Commerce in co-operation with the Bureau of Business Research at the University of

Texas. These figures indicate the monthly movement of sales of independent retail stores by kinds of business and by principal cities for the states of Texas, Oklahoma, and New Mexico.

Texas Leads in Gains

Figures which have been collected in this manner show that for the first ten months of 1936, retail sales in these three states were some nineteen per cent greater than for a similar period in 1935. Texas, whose increase was about twenty per cent, was responsible for the greater percentage of this gain, while Oklahoma and New Mexico showed a combined increase of nearly sixteen per cent.

These figures indicate the extent of recovery in Texas and the Gulf Southwest. That recovery must be maintained and continued if possible. In other countries during the past few years the production of cotton has considerably increased and in all the other cotton-growing countries the standard of living is lower than in the cotton-growing areas of the United States. If cotton is to keep its hold in the markets of the world there must be the greatest application of intelligence, co-operation and technological improvement possible.

There must also be the maximum degree of co-operation between government and business. Our foreign trade policy must be based on a sound knowledge of our domestic trade. To the end that we may secure the detailed information desired by our business men engaged in domestic as well as foreign commerce, we are carrying on a series of investigations of the problems of distribution, many of which are of particular interest to the Southwestern part of the United States.

Rural Market Dominant

A service of the Bureau of Foreign and Domestic Commerce to merchants, and

DALLAS—FIRST IN TEXAS

Retail Sales, Independent Stores—Texas, Oklahoma, New Mexico, and Arkansas
(Month shown represents percentage gain that month over comparable month one year ago.)

1936	Texas	Dallas, Texas	Oklahoma	New Mexico	Arkansas
October	23.7	33.4	14.4	31.3	
September	20.6	22.9	12.4	25.6	21.6
August	15.1	28.3	6.8	13.3	14.1
July	20.2	29.1	8.6	29.4	17.4
June	30.3	39.6	23.9	27.8	18.3
May	17.7	39.4	16.1	16.5	12.3
April	13.1	19.1	11.3	17.0	
March	16.0	25.9	15.2	11.8	
February	19.1	28.9	12.7	23.3	
January	14.0	19.3	20.5		
Dec. '35 compared Dec. '34	20.6	21.2	17.7		
Nov. '35 compared Nov. '34	22.8	24.8	14.1		

one which reflects business activity in the Gulf Southwest, is the monthly index showing sales of general merchandise in rural areas. This is of particular value, as the Gulf Southwest is distinctly not a city market, but predominantly a farm and country area. For the Gulf Southwest as a whole, about sixty-four per cent of the consumers reside in places of less than 2,500 population. In both Texas and Louisiana, population data show that sixty per cent of the people reside in communities of this size. These states have the smallest rural population in this group. Oklahoma has sixty-five per cent; New Mexico seventy-five; Arkansas nearly eighty per cent.

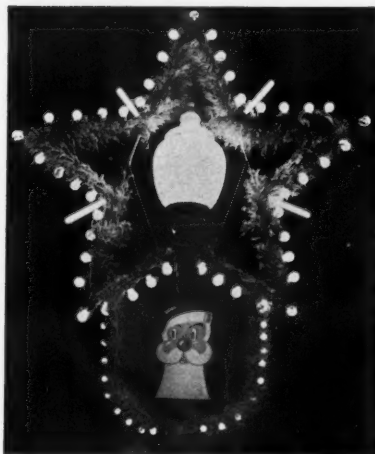
For the purpose of the rural index, all states were grouped into four major geographical regions—the East, the South, the Middle West, and the Far West—Arkansas, Louisiana, and Texas being classed with the South, and New Mexico and Oklahoma with the Middle West. General merchandise sales in rural areas reached the lowest point for these two regions in 1932 when they were only about half as large as in 1929. In the second quarter of 1933 a definite upward swing in sales throughout the country took place. Rural recovery, during the first year, was decidedly more rapid and more pronounced in the South than in other parts of the country, sales having increased twenty-four per cent from 1932 to 1933 as compared with gains ranging from four to nine per cent in the other regions. With the continued expansion in farm income, rural buying increased with each succeeding year. For the ten months of the current year, rural sales were relatively higher in the South than in other regions, the gain amounting to nineteen per cent as compared with a fifteen per cent increase for the total of all regions. In October an all-time high was reached in this region when sales, even after allowance for seasonal factors, were the highest on record for any rural region.

Retail Credit Survey

In the field of domestic credit, the Bureau has since 1928 published an annual study which provides data on monthly collections, shows the extent to which merchants are selling on open account and on installment terms, the ratio of bad debts to credit sales, and other related retail credit information. This survey covers the fourteen most important lines of retail trade in some eighty-eight cities in the United States. The Southwestern cities included are Albuquerque, Dallas, Fort Worth, Houston, Galveston, Beaumont, San Antonio, Austin, Fort Smith, Little Rock, New Orleans, Tulsa and Oklahoma City.

During 1936 the Bureau began the monthly publication of figures on manufacturers' and wholesalers' sales and collections on accounts receivable. Data for manufacturers are shown for the United States only, due to the predominance of national distribution. For wholesalers, however, regional breakdowns are available. For the first ten months of this

(Continued on Page 22)



Neon

Signs • Lighting Service
Billboard Displays

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Watty Thompson, Pres.

Gene Boeckman, Vice-Pres.

2229 CEDAR SPRINGS

PHONE 7-8575



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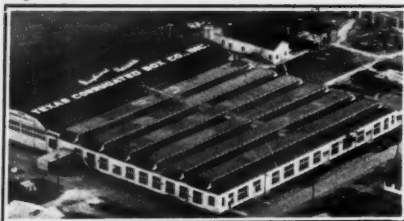


Mercantile National Bank

AT DALLAS

In the Magnolia Building

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

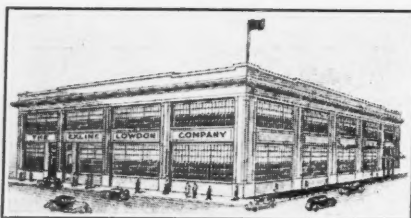


Gaylord Boxes

Texas Corrugated Box Co., Inc.

Corrugated and
Solid Fibre Boxes

Factory Street 5-4105 Dallas



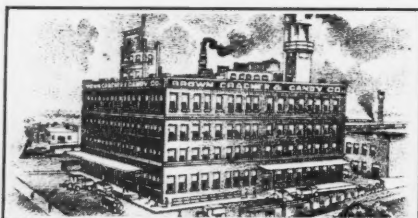
EXLINE-LOWDON CO.

Printing, Planographing, Lithographing, Publishers

1818 SO. ERVAY ST.

4-2177

DALLAS



Brown Cracker & Candy Co.

Saltine Soda Cracker, Candy and Bakery Products

605 MUNGER

7-8222

DALLAS



Office of Frank McNeny
Greater Texas and Pan American Exposition

ACME SCREEN CO.

Ac-ka-me Venetian Blinds

915 SO. PEAK ST.

3-2126

DALLAS

THE INDUSTRIAL SKYLINE



Satellite Tin

(Continued from Page 11)

roofing caps and other small items, and after that utilization has been made all scraps remaining are sold to a de-tinning plant.)

The Thompson Company maintains its own machine shop in which it makes the cutting dies for use on its punch presses. The average die for can tops costs about \$500. Highly skilled artisans, specially trained in can manufacture, are needed to make the dies.

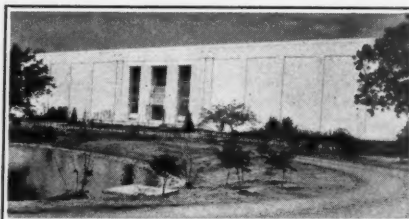
High Speed Presses

When a die has been placed in the press, a girl operator inserts a sheet of tin plate (or black iron plate) of the proper dimensions, and the press begins stamp-

ing out and cutting tops and bottoms ready for the cans. The tops are ejected back of the machine, where another operator stacks them to be moved over to the assembly line.

A smaller press stamps and cuts ends for tomato cans in a similar manner. The big press makes tops for cans of sixteen to ten inches in diameter, with a production of 1,400 an hour; a second press cuts tops for cans ten to eight inches in diameter; and another press handles tops for cans seven to four inches in diameter. 200 ends a minute.

The smaller presses have a capacity of Sheets of tin plate or black iron plate for the bodies of the can are cut separately. Many of the industrial users of cans require that their brand names and



Dallas Museum of Natural History

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Cream, Shell and Gray Texas Limestone

5219 MAPLE AVE.

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DALLAS



Manufacturers of Marcy Lee Cotton Wash
Dresses for Ladies and Misses

Marcy Lee Manufacturing Co.

2212 S. LAMAR ST.

DALLAS

PHONE 4-5101



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Electric Storage Batteries

Vitalic Battery Co., Inc.

4122 COMMERCE ♦ PHONE 8-8166 ♦ DALLAS



Store Fixtures, Counters and Cases

Special Furniture Made to Order

Coerver & Company, Inc.

Cabinet Makers

4032 COMMERCE • PHONE 8-2161 • DALLAS

NE OF THE CENTENNIAL CITY



other advertising matter be printed on the cans, a process done by the lithographing or off-set method.

Sheets of plate are fed through a roller, similar to that in a newspaper press, which applies the base coat of enamel. The sheets come from the roller onto a conveyor which takes them, each plate held separately and vertically, into a huge oven. The base coat must be baked twenty-five minutes. Labels are then lithographed directly on the metal. Lithographing requires engravings, just as in direct printing, but the engraving first prints on a rubber blanket which is passed over the metal plate on a cylinder. After this step in the finishing process

the metal must be varnished and again baked.

Supplies Design Service

Most of the big industrial customers of the factory have their own label designers and artists, but the factory is able to supply this service also on those orders on which it is requested.

The Thompson Company uses more than \$10,000 worth of paints, inks, and varnishes annually in labeling and enameling cans. All sheet steel cans used for food products must have sanitary enamel coatings for the interiors. Some of the sheet steel, or black iron, cans are used for non-edible products and need no sanitary enamel.

(Continued on Page 25)



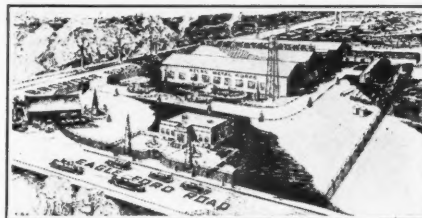
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Phone 5-6141



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Telephone 2-5354

Dallas



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P. O. BOX 1134

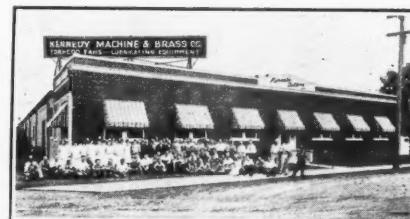
DALLAS, TEXAS



LaFrance Flour and Meal, Bran, Gray Shorts,
Hominy Feed, Drinkwater Flour for Bakers.

Morten Milling Company

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Kennedy Machine & Brass Co.

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Brass and Iron Foundry. Polishing and Plating.

3104 OAK LANE

4-6614

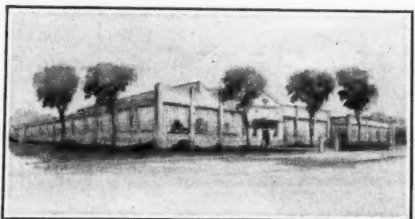
DALLAS



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INCORPORATED IN TEXAS

MANUFACTURERS OF
High Pressure Packing
and Specialties
DALLAS, TEXAS



Baker-Moise Hosiery Mills

VANETTE FULL FASHIONED
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CULLUM & BOREN CO.

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DALLAS

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THE BAKER HOTEL

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FOLDING CHAIRS
Also . . . Tables With
Detachable Legs for
Conferences and Pub-
lic Meetings.

Cannon Ball Towel Supply Company

2011 Orange

Phone 2-9083

SOUTH OF THE DEPRESSION—NO. 2

Indexes of Dollar Sales of General Merchandise in Small Towns and Rural Areas
by Regions (Continued)
(1929-31 equals 100)

Year and Month 1936	Without Seasonal Adjustment				With Seasonal Adjustment			
	East	South ¹	Middle West	Far West	East	South	Middle West	Far West
January	78.9	99.8	73.5	82.9	93.9	120.2	89.6	111.3
February	86.7	111.4	75.3	83.6	94.7	111.4	87.0	105.8
March	100.7	118.4	92.8	100.1	107.2	127.4	103.1	114.4
April	109.2	117.6	99.2	110.7	109.7	127.2	100.7	119.6
May	107.9	113.6	102.3	112.8	110.7	127.6	105.4	125.4
June	105.1	114.0	100.1	122.7	107.8	132.5	102.6	129.8
July	85.5	97.9	81.0	107.7	108.9	140.9	103.9	129.8
August	97.9	103.3	88.6	113.3	110.6	136.0	101.3	123.1
September	112.0	160.6	107.0	147.7	119.7	156.7	107.5	126.3
October	149.6	225.0	137.7	148.4	126.2	163.6	116.2	126.8

¹Arkansas, Louisiana and Texas are classified in the South.

Recovery Dividends

(Continued from Page 19)

year significant increases have been shown in wholesale trade for the West, South-Central states of Arkansas, Louisiana, Oklahoma and Texas. The most pronounced increase was shown in the hardware trade, which in October of this year was thirty-four per cent greater than in October of 1935.

Further Advances in 1937

With the continued upward movement of business activity, business men will be faced with many problems arising from their efforts to secure a share of the recovery. In arriving at an answer to many of these problems the Bureau of Foreign and Domestic Commerce hopes to supply facts that will be of assistance.

Present indications are that holiday trade for 1936 has exceeded any similar season since 1929 and in some lines of trade went beyond the high level reached in that year. It is also felt in most quarters that the splendid advances made in 1936 will continue through the coming year. In this increase the Southwest has been particularly favored, and the outlook for Southwestern industry, agriculture and trade is encouraging.

Dallas' Government Costs

The per capita cost of operation and maintenance of general departments of city government of Dallas, Texas, was \$21.17 in 1935 compared with \$19.55 in the previous year, according to a report released by Director William L. Austin of the Bureau of the Census, Department of Commerce.

Payments for operation and maintenance of general departments, including schools, amounted to \$5,886,120. In addition, payments for operation and maintenance of public service enterprises (waterworks) amounted to \$478,163; interest on debt, \$1,679,051, and capital outlays, \$1,496,830.

The gross debt outstanding at the close of the fiscal year was \$40,248,788, or \$144.78 per capita, comprising \$39,623,500 funded or fixed debt, and \$625,288 warrants. Of this amount \$8,839,000 was incurred for waterworks. The net funded or fixed debt (total less sinking fund assets) was \$37,776,895, or \$135.89 per capita. In 1934 the per capita debt was

\$128.79, and in 1926, \$93.70. A bond issue for park improvements accounts for the increase in debt for 1935 over 1934.

The assessed valuation of property in Dallas subject to ad valorem taxes for city corporation was \$278,859,000, or \$1,003 per capita. The levy for all purposes was \$9,914,097, of which \$6,679,904 was levied for the city corporation including schools; \$1,454,223 for the State, and \$1,779,970 for the county. The per capita tax levy for all purposes was \$35.66 in 1935; \$34.11 in 1934, and \$34.35 in 1926.

◆◆◆

Boyd Bros. To Sell De Sotos



Announcement has been made by Ross Williams, North Texas De Soto distributor, of the appointment of Boyd Bros. Motor Co. as Dallas metropolitan dealers for De Soto and Plymouth autos. Joe Boyd is president and general manager of the firm, and Bob Boyd is his assistant. Joe Boyd has been in the automobile business under his own name for the past two years and has been in the car business for fifteen years. Another brother, Pete Boyd, service manager also has been in the auto business many years.

◆◆◆

There are two kinds of people—early Christmas shoppers and surly Christmas shoppers.

Headliners

(Continued from Page 9)

the United States House of Representatives in 1930, a movement was launched to make him Democratic candidate for President in 1932. Mr. Rayburn became his national campaign manager, and it was he who released the Texas and California delegations, pledged to Garner, to vote for Franklin D. Roosevelt, thereby cinching his nomination at the Chicago convention. When the Democratic administration went into power, the veteran Texas congressman moved up into the chairmanship of the powerful interstate and foreign commerce committee, the only committee appointment he has ever sought. In the 1936 campaign, Mr. Rayburn held the important position of manager of the speakers bureau of the National Democratic National Committee.

One of his intimate friends is Senator Carter Glass of Virginia, who shares Rayburn's fancy for imported Jersey cattle. Several years ago an imported Jersey bull arrived by express at Bonham, the gift of Senator Glass to Rayburn.

* * *

Youth shares the headlines this month as the Dallas Junior Chamber of Commerce elects 1937 officers. W. E. Mitchell, 29 years of age, is the new president of one of the most active and forceful organizations in the Southwest.

Mr. Mitchell has been a member of the Junior Chamber of Commerce since 1932. He was elected a director in 1935, was named vice-president in 1936, and his work in that position during the year made him the logical successor to Retiring President Jimmy Stewart. His work as vice-president in charge of Junior Chamber participation in the Community Chest drive, of the Junior Chamber's Christmas parties for newsboys and at the Boys' Industrial Home, and his achievement as vice-president in charge of the 1936 beautification and clean-up drive preparatory to opening of the Centennial Exposition, attracted city-wide interest. The Junior Chamber's beautification campaign won the national award at the annual convention of the United States Junior Chamber of Commerce in Memphis last June.

In February, 1936, Mr. Mitchell headed the Junior Chamber committee which presented Admiral Richard E. Byrd to thousands of Dallas school children and adults. He has shown a deep interest in all activities of the organization and has been one of its most consistent, untiring workers in a year in which the Junior Chamber had to assume heavier responsibilities than ever before.

Mr. Mitchell was born May 21, 1907, at Rosebud, Texas. He was graduated from Forest Avenue High School in Dallas, and from the La Salle Extension University. He was formerly in the circulation department of the A. H. Belo Co., and for the past seven years has been in the circulation department of the Dallas Dispatch, of which he is now manager.

In addition to his activities in the

For ages the Silkworm has produced the same perfect strands of lustrous silk

In 1937 We Present the New

Vanette
3 THREAD
Crepe Twist

Made from the same silk as before but revolutionary in its improvement. Looks like a 2-thread.. Wears like a 4-thread. Always an ideal gift for discriminating women.

BAKER-MOISE HOSIERY MILLS • DALLAS

As we enter upon the threshold of another year our thoughts revert gratefully to those whose courtesy, good will and loyalty have made possible our progress. Let us move onward with renewed faith and courage to a full realization of a harvest of unbounded prosperity. In this spirit we extend to you the greetings of the season.

CLARKE & COURT'S
OFFICE SUPPLIES • EQUIPMENT

1506-08 YOUNG ST.

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GOOD DESKS FOR LITTLE MONEY

Quality Office Furniture in the Low-Price Field



Steel Letter Files
Built for Super Service
\$14.45
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Modernize your office economically. Visit the largest sales-rooms in the Southwest. Select from the finest exclusive lines of moderately priced office furnishings.

YOU SAVE 25%



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DESKS \$27.50
A Dandy Good Full Size DESK 60x32 Inches

Office Equipment Co.
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a line of Display Equipment designed and built to sell more merchandise PROFITABLY

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INTERNATIONAL TRUCKS

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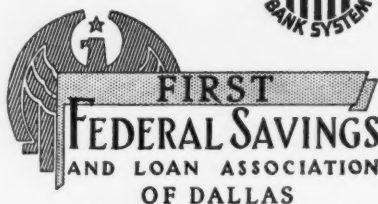
Invest Your Idle Funds or Savings in First
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219 North St. Paul St.

2-4689

Junior Chamber of Commerce, Mr. Mitchell is one of the leaders in the Brotherhood of the Highland Baptist Church, holding the position of vice-president in the organization.

* * *

Newest "All-American" in the ranks of Southwestern athletic celebrities is J. Curtis Sanford, Dallas and Tyler sportsman who succeeded in matching Texas Christian and Marquette universities in the first of a series of Cotton Bowl classics in the huge Pan-American Exposition stadium. While officials of the Sugar and Rose bowls wrangled over participants, Sanford stepped in and bagged the No. 1 ball game of the Nation on New Year's Day.

A former student of Birmingham Southern College, Sanford came into prominence in Texas after but a few short years in the State and it is significant that he found riches here at the bottom of the depression years.

Sanford was forced out of school upon the death of his father and a job as common day laborer in a Birmingham, Ala., steel mill was the best he could do. However, promoting sports events particularly appealed to the lean Southerner and after stoking the huge furnaces all day, he found time to learn the rudiments that stood him in good stead in bringing together T. C. U. and Marquette.

The steel mill closed in 1929 like many another good industry and Sanford, practically penniless, heard of "black gold" in the East Texas oil fields.

It didn't take long for Sanford to click in his new occupation and, again, it's significant that the first deal he made as an oil operator was with Frank McNeny, new director general of the Pan-American Exposition.

Sanford's aim in inaugurating the Cotton Bowl Classic is to make it second to none, and he says he will spare no expense in accomplishing this. For instance, contracts for the New Year's Day game call for a gate receipt distribution of eighty per cent to the participating schools, fifteen per cent to the exposition for the use of the bowl and five per cent for promotional expenses.

Football fans throughout the Nation say T. C. U. "took the sugar out of the Sugar Bowl" by beating Santa Clara and that Marquette "wilted the roses of Pasadena." Matching of these elevens qualifies James Curtis Sanford as an "All-American" on any team.

◆◆◆

Dallas continues to rank as the largest inland spot cotton market in the world. The Dallas Cotton Exchange in 1936 handled 1,331,273 bales of cotton on the spot market.

◆◆◆

This election year turned out to be a perfect '36 for the Democrats.

Satellite Tin (Continued from Page 21)

The can factory's assembly line moves with the rapidity and precision of the more famed automobile assembly lines; the chief difference is that there are fewer parts to be found missing on a can if an assembly line worker has to turn and sneeze.

To a stranger, the can assembly line looks as if it might have been inspired by a Rube Goldberg cartoon. It is an intricate nightmare of tracks and conveyors, mechanical arms and triggers. Out of this maze the can comes ready to be tested; its bottom has been crimped to the body, a lining compound (a rubber base product) having been placed in the end to automatically seal it.

Automatic Testing Machine

The smaller cans come from the assembly line to be boxed, with the tops separate to be seamed on after the cans have been filled. Larger cans go rolling down a conveyor and out through a window to be stacked in a waiting freight car.

But before any of the smaller cans come from the assembly line they pass through an automatic testing machine which shoots air into the cans and rejects any with leaks. Larger cans are not tested, being used for congealed liquids such as shortening or frozen eggs.

Big cans requiring handles have them riveted on in a separate process. The handles are cut and shaped automatically by a machine into which is fed the rolls of wire. The clip is automatically folded over the handle, ready for riveting onto the can.

About seventy-five per cent of the machine operators are girls, and many of the employees have been with the company since it started about nine years ago. Working conditions are good, and there is very little labor turn-over.

General Electric Plans Annex to Building

The General Electric Company has announced plans for a three-story reinforced concrete and brick annex to the six-story General Electric Building in Dallas. The annex, providing approximately 50,000 additional square feet of floor space, will be erected during the first half of 1937.

Housed in the new building will be offices and warehouses of the apparatus and supply, air-conditioning, merchandise, incandescent lamp, Hot-point and other decentralized departments of the General Electric Company and the General Electric Supply Corporation as well as the Southwestern Switchgear Assembly Factory and the Dallas Service Shop. Dallas is Southwestern headquarters for General Electric.

The General Electric Building annex is one of the largest industrial construction projects in immediate prospect for Dallas.



Ideal Laundry & Dry Cleaning Co.

3214-24 Ross Avenue

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24 HOUR SERVICE

"One of the Southwest's Largest Dealers"

Johnson Bros. Chevrolet Co. 1917 ROSS AVE.

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If You Trade Without Seeing
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Buy Your Next Chevrolet From



MERCHANDISE STORAGE
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LOANS ON DALLAS PROPERTIES

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We Furnish
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You Enjoy

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BAKER HOTEL

Spacious Dining

and Dancing

MURAL ROOM

**DALLAS MUSHROOM
PACKING CO.**

Bennett Road

Phone 5-3781

Arlington Becoming Industrial Center

Arlington is the logical location for a large number of manufacturing enterprises, according to A. H. Wheeler, Editor of the Tarrant County Citizen, published in that city.

"It is located," he continued, "half way between Dallas and Fort Worth, and within a radius of fifty miles more than 1,000,000 people reside. It is on the main line of the Texas & Pacific railway which connects with all parts of the country at Dallas and Fort Worth. The Dallas-Ft. Worth Pike, passes through that city, and carries the largest amount of traffic of any highway in Texas.

Arlington has an abundance of electric power at low commercial rates, plenty of labor, and artesian water. This enterprising city is going out after industries in 1937. It thinks it should have an industrial payroll of several thousand people.



A wise wife always lets her husband have her own way.

Music Publishers Expand Dallas Plant

Music publishing is becoming one of Dallas' important industries, through purchase of the Queen City Music Company of Cincinnati by the Stamps-Baxter Music Company of Dallas. The purchase was recently effected by Virgil O. Stamps of the Dallas company, and the entire equipment of the Cincinnati company, including one of the most complete music typesetting plants in the country, has been moved to Dallas.

The Stamps-Baxter Company likewise has secured the services of William A. Seufert, one of the most expert music typographers in America with twenty-seven years experience.

More than a million music books are published annually by the Stamps-Baxter Co. The market is composed of churches, schools, singing societies and other groups in every state and a number of foreign countries. The Dallas firm prints books for music publishers in several distant states.

The Stamps-Baxter Company keeps a complete file of proofs on all music it has set, so that a customer may go through the files, select the music wanted, and have a book printed to order.

Virtually every known face of music type was acquired by the Stamps-Baxter Company in the Cincinnati purchase. "Shape" notes and matrices for making them were brought to Dallas, in addition to the conventional "round" notes. Mr. Baxter pointed out that the "shape" note system is rapidly gaining headway, for the shape of the head as well as its position on the staff has significance to the reader.

More than four hundred different characters are used in music typography, requiring expert typesetting.



Incidental to the presidential election, the "lunatic fringe" in American politics took a first-class trimming.

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Commercial, Illustrative Photography

Lights and Music

MORE conscious than ever before of her position as the amusement center of the Southwest, Dallas is rapidly rounding out her facilities for sophisticated entertainment.

The Baker Hotel's new \$75,000 Mural Room, a parting gift of the eventful year 1936, increases Dallas' vanity in her ability to provide gay and varied night life in the interim between two world's fairs.

Dallas' first world's fair, the Texas Centennial Exposition, was indeed one of the inspirations for the Mural Room. George Dahl, supervising architect of the Centennial, and Pierre Bourdelle, French artist whose murals were among the glories of the Centennial, designed and executed the Mural Room.

Lights synchronized to music enchant Mural Room dancers. This unique idea was a logical development after the lights of the Centennial's Esplanade of State had been made a part of its visual beauty. Bourdelle's bas-relief murals complete the atmospheric symphony of the room, just as lights, sculpture and architecture all became part of a single spectacle at the Centennial.

For a city whose entertainment resources include the beautiful, modernistic Century Room of the Hotel Adolphus, Chez Maurice, Bouche's Theater Casino and other brilliant night clubs, opening of the Baker's Mural Room to the music of Ted Fio Rito and his orchestra is an event which definitely establishes Dallas as the Southwest's amusement center.

Other Attractions

To these assets as a city of sophisticated entertainment, Dallas adds, of course, the Centennial Exposition just closed and the 1937 Pan American Exposition with their luring midways.

Night life is one phase of a city's recreational possibilities; outdoor sports are the other principal phase. The Southwest's chief gridiron battles are fought annually in Dallas stadiums; the Dallas Steers are one of the strongest baseball clubs in the Southwest; fine tennis and golf facilities are largely responsible for the great number of Dallasites who excel in these sports; fine stables and public bridle paths make horseback riding a generally popular pastime; and White Rock Lake beach and numerous swimming pools throughout Greater Dallas are popular summer resorts. Boxing, wrestling and bowling add other facets to the entertainment picture.

The nationally famous Dallas Little Theatre, and one of the country's finest systems of cinema theaters, both in the downtown and neighborhood districts, provide an unflinching variety in good entertainment.

The Mural Room, newest of Dallas' amusement assets, is on the hotel's lobby floor in the space formerly occupied by the main dining room, enlarged by inclusion of corridor space.

Entrance to the room is through a circular foyer with walls of iridescently lighted glass brick. The doorway in the glass brick wall of the foyer opens onto the terrace above the dance floor. This terraced level runs on three sides around the dance floor, which is unusually spacious. In addition to the tables on the terrace, tables are placed on the dance floor for luncheon crowds. The seating capacity of the room is five hundred guests.

Symphony in Lights

The room is entirely modern and atmospheric in design. Its focal point is the

mural, "He came like the wind," directly back of the orchestra platform at the east end of the room. The figure of this mural catches the idea of music, and satyr-like, brings it to the spectator in his own playful, gamboling manner. So with the other murals; each takes up a common idea, a thought, or a vision toys with it and gives it back embellished with classic conception.

Simple, modernistic design governs the ceiling decorations, concealing the spotlights for the dance floor.

Murals as well as the entire room are indirectly lighted. The changing colors of the lights are automatically controlled and synchronized with the music, ranging from brilliance to the softness of the pastel shades which bathe the room in natural light. There are 3,378 synchronized lights in the room.

Simplicity of design is accompanied by sophistication of treatment. The architects, Herbert M. Greene, La Roche and Dahl, ingeniously turned the usual handicaps of beams, columns and distressing change of levels into natural advantages and have made the room appear as though it were an original and integral part of the building.

Direct entrance to the hotel's enlarged kitchen, through a service pantry, provides good service for the room's guests. Bus stands in the Mural Room are of walnut, and tables and upholstered chairs are also of walnut.

As in the case of the Adolphus' Century Room, the Mural Room has been constructed without reducing the available ballroom and convention hall space, so vital to Dallas' position as third convention center in America.



Pierre Bourdelle's design for the Seven Murals of the Baker Hotel's Mural Room.



Announcing
Our New
**MURAL
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The South's Very
Smartest Dine-and-Dance
Rendezvous

Famous Bands

Noted Entertainers

Perfect Food Service

Daily and Sunday
for
Lunch, Dinner and
Dancing

BAKER HOTEL
DALLAS



COMPLIMENTS
to
BAKER HOTEL

**DALLAS TAILOR &
LAUNDRY SUPPLY CO.**

Shrinking the Southwest

(Continued from Page 10)

specialized departments have been created in order to meet the demands and the convenience of the shipping public. It has certainly been a relief to a housewife to be able to purchase daily fresh vegetables, meats and produce for her domestic needs. The effect of motor transportation has been to bring the market within daily reach of the producer. The housewife has also found this mode of transportation very convenient when it becomes necessary for her family to move from one part of town to another, or from one town to another town. The household goods moving service has been so highly developed that it is now possible for the housewife to pack the personal belongings of the family, put them in her car, call the transfer company, and her furniture, dishes and household possessions will be securely packed and moved to the new location where every item will be put back in place, including the dishes on the shelf and the linen in the closet.

Merchandise Moves Fast

The merchant now orders his merchandise and it is delivered to the sidewalk in front of his establishment. The motor transportation industry has made available to the merchant the markets of the large trade territory. It is now possible for a merchant in Kansas City or St. Louis to receive a shipment of merchandise from Dallas the next day by truck after the order has been received by the wholesaler or distributor. It is now possible for practically every merchant in the State of Texas to receive next day store door delivery on merchandise shipped from the wholesalers and distributors by truck of the principal distribution points in Texas. This situation, of course, is true of other states in the United States. The effect of this character of service has been to allow the merchant to carry a smaller stock of goods and does not require as large an investment as was necessary prior to the existence of the motor transportation industry.

As a natural consequence, it soon became necessary, after the establishment of the motor transportation industry, for certain effective governmental regulations to be imposed upon it, both as to the private carrier and the for-hire carrier. The protection of the public using the highways and the protection of the shipping public were the most important factors that brought about regulation. Regulation was also necessary in order to eliminate certain destructive competitive practices in the industry. A majority of the states of the United States have passed motor carrier laws, and in 1935, the Congress of the United States enacted a Federal Motor Carrier Act. Federal regulation was necessary notwithstanding the fact that only twenty-five per cent of all motor carrier for-hire operations is interstate.

Privately Owned Trucks

It is interesting to observe in this con-

nection that eighty-six per cent of the trucks operated on the highways of the United States are privately owned and used exclusively in the transportation of the owner's own merchandise, and that only fourteen per cent of the trucks using the highways are engaged in the transportation of commodities for hire. Six per cent of the for-hire operators are common carriers, operating on regular schedules and over fixed routes, and nine per cent of the carriers for hire are contract carriers, operating irregularly and over no specified route. The development of motor trucks has, therefore, resulted in three distinct classes of truck operations, namely, common carrier, contract carrier and private carrier.

The first truck built was constructed by Nicholas Cugnot, an officer of the French Army, in 1769, and may still be seen in the Conservatory of Arts and Trade in Paris. It was the first truck ever constructed to move over the highway under its own power, and was built to transport cannon in France. It was not, however, until the early part of the twentieth century that truck manufacturing began with any regularity. In 1711 the United States witnessed the construction of the first highway, which was built between New York City and Philadelphia. In 1794 the Philadelphia and Lancaster Turn Pike Company constructed a toll road from Philadelphia to Lancaster, a distance of approximately sixty-two miles, and it cost the company about \$450,000 to build. Thomas Jefferson was the first President of the United States to ever sign a bill appropriating money for Federal aid on road construction projects. However, with the rapid development of automobiles and trucks, road building began to spread throughout the United States, and by 1934 there were 3,240,000 miles of state and county highways constructed and in the process of construction in the United States. The Federal Aid System of public highways comprises about 200,000 miles and it has been estimated that ninety per cent of the total population of the United States lives within ten miles of a Federal Aid Highway.

Isolated Towns Served

The development of motor transportation has also played an important part in the population centers of the United States having no railroad facilities. Approximately 50,000 communities in the United States have no railroad freight stations, and motor transportation has made it possible for the people living in these communities to substantially contribute to the measure of production and to receive better wages and generally increase their standards of living. It of course was impossible for these communities to market their agricultural, dairy and poultry products in order to compete with the other markets prior to the development of motor transportation.

The rapid development of motor transportation has brought about radical changes in the manner of handling freight. Prior to the invasion of the motor truck into the transportation field,

Merriment is a wonderful thing, and there is no more appropriate time for the opening of the Baker Mural Room than this Joyous Holiday Season.

Congratulations to the Baker Hotel for the timely opening of its splendid, new, dining and dancing room.

**Higginbotham-Pearlstone
Hardware Company**

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Telephone 2-2213
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Mural Room

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Engineers • Contractors
DALLAS, TEXAS

a freight pick-up and delivery service was unheard of. Today both rail and truck lines extend this free service to the shippers patronizing their lines.

First Morning Delivery

The effect of competition has resulted in early next morning store door deliveries to all communities within a radius of 350 to 450 miles of the shipping centers of the United States. Merchants at Lubbock, Texas, for example, are now able to telephone, or telegraph, an order into Dallas one day and receive the merchandise by 8 a. m. the following day. This improvement in transportation service has permitted merchants to greatly reduce their stocks and rely on the distribution centers for quick replacements. Twenty-five years ago meat markets had certain designated days in the week on which fresh meat could be purchased. Today, through the use of refrigerated motor vehicles, fresh meat is available daily to every community in Texas. The motor transportation system has, therefore, made it possible for the merchants in all the smaller cities and towns to carry an up-to-date and a fresh supply of merchandise.

The United States Government has recognized the importance of motor transportation in the development of our major defense system. Motor trucks are rapidly replacing other modes of transportation used by the army. Field artillery and cavalry units have been motorized. The 36th Division, a National Guard Division of the State of Texas, moves approximately four thousand men and their equipment to the annual encampment at Palacios, Texas, every year by motor truck.

The motor transportation industry is in its infancy. The owners and operators of motor bus and truck lines in the United States believe in the industry, and have great hopes and expectations for the future. They realize that as long as the motor carrier for-hire industry can render the prompt, efficient service now demanded and required of the shipping public, this industry will continue to experience the rapid growth and success afforded to it in the past. The possibilities of motor transportation are unlimited. A continued improvement will be beneficial to every community in this Nation, and the leaders of the industry confidently predict an increased efficiency and a better service to the public at large.



**Dallas Leads In
Bank Debits**

Dallas' banking volume consistently led all other cities during 1936. In the first ten months of the year, debits to individual accounts in Dallas compared as follows with the totals of other major cities:

Dallas, \$2,164,902,000 (billions).
Houston, \$1,799,504,000 (billions).
Fort Worth, \$738,678,000 (millions).
San Antonio, \$622,612,000 (millions).



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Congratulations to
THE BAKER HOTEL

•
**Dallas Chamber of
Commerce**

Neither Fools Nor Strangers

(Continued from Page 13)

Cities for comparisons were selected for regional distribution rather than in an attempt to disparage. Data are comparative since all records are maintained under rules laid down by the United States Weather Bureau. The only weaknesses in the comparative data are in the variation of periods for which weather records are available. Cities included in this superficial survey were Dallas, St. Louis, San Diego, Galveston, Denver, Chicago, Los Angeles, New York, Salt Lake City, Philadelphia, Madison, Atlanta, New Orleans, Portland, La Crosse, Houston, Minneapolis, Boston, Birmingham, Kansas City, San Francisco and Memphis.

"It isn't the heat—it's the humidity" is a stock explanation of the weather in the streets, so relative humidity is a good point with which to begin climatic arguments. Humidity is the measure of moisture in the atmosphere; the lower the humidity the drier the atmosphere and the more healthful the climate; the higher the humidity the more surcharged the atmosphere becomes with moisture and the more accentuated is either heat or cold.

Dallas Has Low Humidity

Weather bureaus record relative humidity for morning, noon and night. At the Dallas bureau the average relative humidity at 7 a. m. is seventy-eight per cent—relatively high, but too early for the effects of the sun to be felt. By noon in Dallas the relative humidity figure has dropped to fifty-three per cent; by 7 p. m. to forty-nine. And by 7 p. m. the Gulf of Mexico breezes are beginning to be felt. The combination of low evening humidity and Gulf breezes makes evenings delightfully cool in Dallas.

Los Angeles' relative humidity, for instance, is only 77—1.3 per cent lower than Dallas'—at 7 a. m.; at noon it is 50—5.6 per cent lower; but at night it is 61—19.7 per cent higher. San Diego's relative humidity is 80 per cent in the morning, 65 at noon and 71 at evening. New York has humidity of 74 at morning, 59 at noon and 68 at evening. Chicago has a humidity of 77 in the morning, 63 at noon and 68 at evening. Philadelphia's relative humidity is 74, 61 and 67; Denver's 63, 38, 42; Boston's 73, 61, 71; Kansas City's 76, 55, 60; and St. Louis' 76, 57, 62. Houston, nearer Dallas than these cities, has relative humidity of 85 in the morning and 59 at noon, with no recorded comparison for evenings, while nearby Galveston reports relative humidity for the three respective periods as 83, 72, and 77 per cent.

With low humidity, Dallas has relatively high average hourly wind velocity of 10.1 miles. Los Angeles has only 6.1 wind velocity, New York has an average wind velocity of 15.2 miles, Chicago of 11 miles, Philadelphia of 10.4, Boston of 14.3, Kansas City of 11, and St. Louis of 10.8.

January Coldest Month

Average daily minimum temperature

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The word Neon comes from the Greek word NEO meaning NEW.

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DALLAS, TEXAS

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for the year in Dallas is 53.3 degrees; average daily maximum is 75.3 degrees. January is the coldest month of the year, according to the Dallas Weather Bureau's records, with an average daily minimum of 34.8. January's average daily maximum is 55.4. July is the warmest month in Dallas, with average daily maximum of 93.7 degrees, while the average daily minimum in July is 71.2.

Until August, 1936, when the entire country was experiencing one of the greatest drouths and prolonged heat waves in history, Dallas' absolute highest temperature recording had been 105 degrees. Prior to 1934, Dallas' absolute highest temperature had been exceeded or equaled by the absolute highest recordings of Los Angeles, San Diego, St. Louis, Philadelphia, Memphis, Houston, Birmingham, Kansas City, Denver, Chicago and Minneapolis. True, the mercury in the Dallas Weather Bureau's instruments shot up to 110 in August, 1936, but even before the abnormal heat wave of that month, San Diego had recorded an absolute highest temperature of 110 degrees, Los Angeles of 109, Denver of 105, Houston of 108, St. Louis of 110, Kansas City of 111, Chicago of 105, Minneapolis of 105, Memphis of 106, and Birmingham of 107.

Of the twenty-one cities included in

the survey, only Houston and New Orleans have recorded higher annual averages of daily maximum temperature. But there is a difference of only 2.6 degrees in this annual average in Dallas and Los Angeles.

Higher Daily Minimum

On the other hand, Dallas has higher average annual daily minimum than Los Angeles, Dallas having 53.3 degrees and Los Angeles 52.8. The average annual number of days in Dallas with minimum temperatures of 32 degrees or less is 28; St. Louis has 79.6 freezing days; Galveston 4; Denver 140; Chicago 108; New York 93; Salt Lake City 106; Philadelphia 79; Madison 143; Atlanta 38; Portland 27; La Crosse 143; Minneapolis 146; Boston 206; Birmingham 36; and Kansas City 93. Thus, Dallas has less than a month out of each year when the thermometer daily dips to 32 degrees, or less; Boston has nearly seven months, St. Louis more than two months, New York three months, Chicago three and a half months, and Minneapolis nearly five months.

The average number of days of rain (.01 inch or more) during the year in Dallas is 83, and the average annual precipitation is 34.2 inches over a period of twenty-one years. Only San Diego, Los Angeles and San Francisco have fewer rainy days than Dallas. Portland, Ore., has more rainy days than any of the other cities included in the survey—155 against Dallas' 83. St. Louis records rain on 111.6 days, Chicago on 123, New York on 127, Salt Lake City on 90, Philadelphia on 124, Madison on 113, Atlanta on 124, New Orleans on 120, Houston on 92, Minneapolis on 103, Boston on 125, Birmingham on 117, and Kansas City on 105. Galveston has an annual average of 99 days with a trace or more of rain, San Diego 45, Los Angeles 37, and San Francisco 67.

Dallas' snowfall is negligible, the annual average being only 2.8 inches spread out over an average of five days during the year. That is a pleasant comparison for Dallas, against the snowfall averages of other cities, such as Denver, 55.8 inches; Chicago, 33.4 inches; Minneapolis, 41.5 inches; Madison, 37.4 inches; and St. Louis, 23.2.

Dense fogs are another unpleasant aspect of many climates. San Diego, for instance, has an annual average of 22 days of dense fog; Dallas has only 6. Dense fogs prevail in Los Angeles on an average of 27 days a year, in San Francisco 19, in Galveston 18, and in New York 20. And fog, damp, chilly and gloomy, can be just about the most disagreeable feature of climate.

The Worst That Can Be Said

The column of absolute highest and lowest temperatures in Dallas tells about the worst that can be said for the climate. But Dallas can find consolation for these extremes—the worst in the history of the Dallas Weather Bureau—in the records of other cities in the Mid-Continent area.

Dallas' absolute lowest temperature
(Continued on Page 33)



We are glad to join others in congratulating the Baker Hotel upon its contribution to Dallas' entertainment with the new MURAL ROOM.

DALLAS FISH & OYSTER COMPANY

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Importers of

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Manufacturers of Glue
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Sealing Containers, Paper Boxes,
Can Labels and Etc.

Wholesale Trade Gains

Wholesale sales in Texas in 1935 compared with 1933 registered a gain of forty-four per cent, according to preliminary reports of the Census of Business for 1935. Up to the present time, wholesale releases have been made by the Bureau of the Census for thirty-five states and for the District of Columbia. Of these thirty-six reports, thirteen registered gains greater than forty-four per cent, or the gain shown by Texas. One, New Jersey, registered the same gain as Texas.

The value of wholesale sales for Texas in 1935 reached \$1,518,382,000, this being a gain of \$464,157,000 over the figure for 1933. This gain in itself is considerably greater than the entire wholesale sales for the City of Dallas in the year 1933, which figure was \$318,433,000. The Dallas figure, however, in 1929 was \$729,157,000.

Since the City of Dallas is the leading wholesale center in this section, we may reasonably assume that when figures become available for individual cities, the Dallas gain will be an encouraging one.

The wholesale trade of the five Southwestern states combined totaled \$2,705,883,000 as compared with \$1,948,952,000 in 1933. In other words, in 1935 these five states combined gained in wholesale sales thirty-nine per cent over sales in 1933. Of the total value of the wholesale sales in these five Southwestern states, Texas accounted for fifty-six per cent of the total. The next states in order of rank were Louisiana, Oklahoma, Arkansas, and New Mexico.

Price Level Variations

In Texas the number of places of business gained three per cent and with sales gaining forty-four per cent, the average sales per establishment showed a substantial increase. Net sales are still short of the 1929 peak, but comparisons are affected by variations in the price level between the census years. These variations are not taken into consideration in these preliminary state releases, but will be evaluated in the final report.

The average number of employees in Texas wholesale establishments totaled 47,478 in 1935, the gain over 1933 being nine per cent. For the same period, however, payroll increased twenty-one per cent to \$63,576,000. Therefore, there was a substantial increase in average annual earnings per employee. The gain in annual earnings was due in part to the transfer of employees from a part-time to a full-time basis. There was a decrease in the part-time payroll of thirty-four per cent. The increase in payroll accounted for forty-five per cent of the \$24,409,000 increase in operating expenses.

In addition, the report for Texas showed 4,139 active proprietors and firm members of unincorporated businesses, who are not included in the count of employees nor is their compensation included in payroll figures.

**Long
distance
rates
reduced
7 TIMES
in
10 years**



**LATEST REDUCTION
Sept. 1, 1936:**

**Reduced rates on calls
over 234 miles and re-
duced person-to-person
overtime rates after 3
minutes of overtime.**

• • •

In 1926, a person-to-person long distance telephone call between New York and San Francisco cost \$20.60 at any hour.

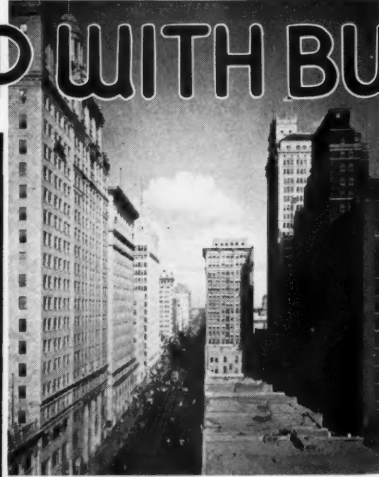
Today—1936—the same call may be made for only \$6.75 at night, or any time on Sunday.

This wide difference between the long distance rates of yesterday and today is the result of 7 voluntary rate reductions made in the past 10 years.

It illustrates a Bell System policy in action—the policy of voluntarily reducing rates when it can be done. Southwestern Bell Telephone Company.



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HAPPY NEW YEAR Thanks to My Many Customers for Past Patronage **McFERRIN'S CURTAIN LAUNDRY**

Draperies, Lace Curtains, Blankets, Fancy
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Six Major Groups

Summary comparisons with 1933 and 1929 are complicated by the lack of employment and payroll figures for the rapidly increasing number of bulk tank stations operated on a commission basis. The operator of these bulk tank stations is paid on a commission basis and his commission cannot be called a part of the payroll, because it includes indeterminate amounts of overhead and delivery costs, as well as payroll to employees hired by the operator himself and compensation for his own services. For comparison purposes only, and not as a part of the Census, an estimate has been made of employment and payroll in the 1,511 stations of this type in Texas. These estimates were prepared on the basis of information available for non-commission stations (those operated on a salary basis) and are included only in a comparison table at the beginning of the report recently released for Texas, but not in the general table on wholesale sales for the state. The estimates for employees in this classification follow: employees 3,641; total payroll \$5,594,000; full-time payroll \$5,578,000; and payroll of part-time employees \$16,000.



Neither Fools Nor Strangers

(Continued from Page 31)

for January has been three degrees below zero—once in history, remember, since the establishment of the regular weather bureau station; for February, 10 degrees above; March 16, April 30, May 44, June 53, July 56, August 57, September 43, October 26, November 22, and December 10. The other side of the story reveals these absolute highest temperatures for Dallas: January 84, February 93, March 96, April 96, May 103, June 104, July 105, August 110, September 101, October 97, November 86, and December 81.

The average daily minimum tempera-



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in OKLAHOMA

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ture in Dallas in January is 34.8 degrees, February 38.5, March 43.9, April 52.6, May 60, June 67.9, July 71.2, August 70.6, September 65.3, October 54.6, November 45.2, and December 36.4. Average daily maximums are January 55.4, February 59.8, March 66.6, April 75, May 81.3, June 90.3, July 93.7, August 93.4, September 87.5, October 78, November 66.3, and December 56.5.

The "rainy season" in Dallas is in April and May. Average total precipitation in April is 4.26 inches and in May 4.99 inches. But Dallas' rainfall is well distributed over the 365-day period. The average for June is 2.88 inches, for July 1.76, for August 2.49, for September 2.61, for October 3.02, for November 2.53, for December 2.49, for January 2.57, for February 1.91, for March 2.69.

3,039 Hours of Sunshine

Dallas gets an annual average of 3,039 hours of sunshine, 67 per cent of the total possible. This fact is of immense importance to many industries, to aviation, highway travel and recreation or outdoor sports.

The stability of Dallas' climate is one of the factors making for success of such industries as the manufacture of dairy products, full-fashioned hosiery, yeast, etc., which require proper humidity and atmospheric conditions throughout the year. Climate is one of the principal reasons for routing across Texas, via Dallas, of American Airlines' New York-Los Angeles line with its huge sleeper planes and winter auto traffic from the Atlantic to the Pacific Coast.

Bathing beaches and swimming pools are open in Dallas five months out of the year. Golf, tennis and other outdoor sports are year-round recreations in Dallas. Rickets, scurvy, tuberculosis, rheumatism and other maladies, chronic in other climates, are of comparative infrequency in Dallas.

Snow and sleet-covered streets are phenomena to Dallas motorists. Dallasites must go to distant cities to experience being snow-bound or flood-isolated.

\$400,000 Being Spent On Hensley Field

Work is progressing rapidly on improvements at Hensley Field, Dallas' municipal airport which is leased to the army, at a total cost of about \$400,000.

The project includes erection of new buildings at the field, enlarging runways to provide all-weather landing facilities for big planes, and other improvements. Hensley Field, cross-roads airport of the major airlines, regularly servicing more visiting army planes than any other field in the country.

Completion of the adjacent Mountain Creek Lake, which will be filled by this spring's rains, may enlarge the possibilities for the airport's use in the near future.

Health note: Sleep tight, but don't drive your car that way.

Thank you Dallas

At this season of the year we look back with appreciation to the many Dallas firms it has been our privilege to serve. To the splendid Centennial year for Dallas, and its surrounding prosperity zone, where there has been a steady flow of traffic from wholesale, retail, building and other trade.

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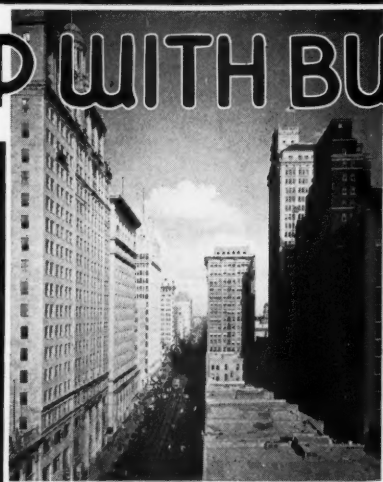
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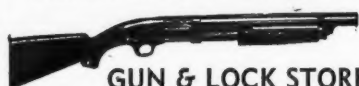
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International Travelers Assurance Company.

New Budget Subscribers

City Ice Delivery Co., 2828 N. Haskell Ave. (P. O. Box 1678); C. E. Kennemer, Sr., P. O. Box 1678, C. E. Kennemer, Jr., Linz Building, Howard Campbell, P. O. Box 1678.

Wisconsin Beer Company, 2400 K. St.; Max Glazer, Yale Glazer, beverages.

Jones-Spivey Company, 908-10 Commerce St.; J. A. Jones, B. E. Spivey; wholesale furs and fur coats.

Le Gof Manufacturing Company, 1810 Main St., third floor; H. Fogel, Harris Abel; manufacturers of boys' clothing.

Atlas Metal Works, Inc., P. O. Box 5532; Boude Storey, Millard Storey; sheet metal products.

X. R. Gill, Inc., 2112 North Harwood St.; X. R. Gill, E. K. Kraatz; automobiles.

Zenith-Casino, Inc., 109 N. Carroll St.; T. E. Milholland, K. Bertucci; cleaning and pressing.

Red Arrow Motor Freight Lines, 412 Latimer St.; J. C. Corwin, H. R. Reynolds; motor freight lines.

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Bruck-Sacks, Inc., 911 Liberty Bank Bldg.; O. S. Bruck; advertising agency.

Marks-Laser & Co., 211 Browder St.; L. A. Ott; brokers.

Carpenter Storage & Transfer Co., 2615 Elm St.; C. Carpenter; storage and transfer.

J. B. Loggins Brokerage Company, 615 S. Harwood St.; J. B. Loggins; dairy supplies.

Minneapolis & St. Louis Railroad Company, 1613 Kirby Bldg.; J. F. Osborne; railroad.

Grasinger-Kendall, Inc., 2100 Greenville Ave.; S. C. Grasinger; gas appliances.

Jerry Frey, 2103 Pacific Ave.; Jerry Frey; automobiles.

Dabney Motor Company, 1715 North Akard St.; W. A. Dabney; automobiles.

Coerver & Co., Inc., 4032 Commerce St.; O. J. Coerver; cabinet makers.

J. M. Boyd & Co., 113 North Haskell Ave.; J. M. Boyd; coffee roasters.

Century Oil Products Company, 3510 Hickory St.; B. P. Dunlap; lubrication, oil refining.

The Cordova Press, Inc., 1010 Liberty Bank Bldg.; A. T. Mickle, vice-president; book publishers.

Guarantee Club, 1308 Liberty Bank Bldg.; W. C. Ward; insurance.

Ozark Motor Lines, 600 Eagle Ford Road; Jay Rountree; motor freight lines.

Ideal Laundry & Dry Cleaning Co., 3216 Ross Ave.; G. F. Brannon; laundry and dry cleaning.

McClure Electric Company, 4106 Live Oak St.; C. L. McClure; electrical contractors.



Independent Operators

Moving to Dallas

Today, there are more than 4,000 "Independent" oil operators in Texas, in addition to the so-called "Major" companies; all of them still pioneering to maintain the continued leadership of Texas as the world's principal source of oil supply. Much more oil may yet be discovered in Texas in many counties where the drill has not yet penetrated the "Pay" sand. More and more Texas farms are being leased for such development in practically all sections of the State, with rounding benefit to the landowners—to say nothing of the benefits that accrue to the State, the counties, the schools, the cities and the people, when oil is brought into production.

Today, after having produced nearly two and a quarter billion barrels of oil, Texas still has a proven reserve supply, yet to be produced, amounting to five and one-half billion barrels; half of the prospective production of the United States. This, too, is credited to those



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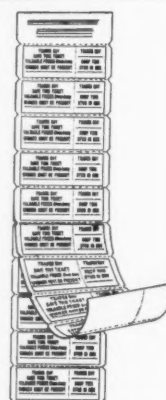
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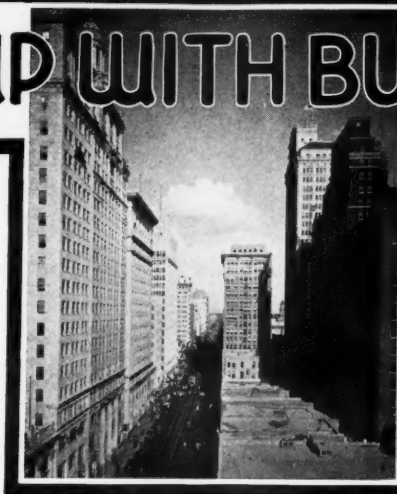
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hardy pioneers who had the courage to drill for oil where the chances of opening up new underground reservoirs of oil were dimmed by previous records of failure after failure. In fact, many of the existing oil fields in Texas, including the now famous East Texas field, were discovered only after repeated failure of the "Wildcatter's" drill to penetrate the "Pay" sand.

Dallas Business

(Continued from Page 14)

Van N. Stanly & Company is the name of a new insurance firm located at 911 Kirby Bldg.

* * *

A new beer bottling plant has been established at 2400 K St. by the Wisconsin Beer Company, and a building has been especially constructed to meet its needs. Beer is received in glass-lined tank cars and bottled for distribution in this territory. Max Glazer heads the new company.

* * *

Emil Luft, who recently came to America from Czechoslovakia, has opened a confectionery at 2022 Second Ave. The shop specializes in Czechoslovakian delicacies and will do a catering business.

◆◆◆

Lumber Outlook Favorable

Lumber statistics for November made favorable comparisons with the like month last year, according to the University of Texas Bureau of Business Research.

Reports to the Bureau from the Southern Pine Association give average weekly production during November of 312,077 board feet, an increase of 10.5 per cent over November a year ago; and average weekly shipments per unit, 322,621 board feet, an increase of 19.9 per cent. Unfilled orders totaled 875,594 board feet on November 30, an increase of 28.7 per cent over the corresponding date a year ago.

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Dallas Leads Southwest In Retail Sales

IN 1935 Dallas led all cities in Texas in the volume of retail sales, accounting for 9.6 per cent of the total retail sales of the State. The County of Dallas for the same year led all counties in the State and accounted for 10.1 per cent of the total retail sales of the entire State. The retail volume for the City of Dallas was \$123,550,000, an increase of 40 per cent over retail sales for the year 1933. The county, with a volume of \$130,532,000, enjoyed an increase of 41 per cent.

The final retail report of the Bureau of the Census for Texas shows Harris County following Dallas with 9.7 per cent of the total retail sales of the State, while the City of Houston followed the City of Dallas with retail sales that represented 8.8 per cent of the total retail sales for the State.

The ten counties that showed the largest volume of retail sales include 35 per cent of the stores, but at the same time account for almost 45 per cent of the total sales in the State. The situation was the same in 1933. The ten principal cities in order of retail sales volume include only 28 per cent of the stores but accounted for 44 per cent of the total retail sales in the State. The ratios were practically the same for the year 1933; consequently, there was not any apparent shifting from one group to another. Another significant factor is that the sales increase in these ten leading cities is substantially the same as the rate of increase outside of the cities. Dallas, with 4,116 stores and total sales in 1935 of \$123,550,000, left to the remainder of Dallas County 747 stores with sales of \$6,982,000.

Proprietors Increase

Proprietors of Dallas stores increased very slightly from 1933 to 1935, the increase being from 3,525 to 3,587; however, full-time employees registered a substantial increase from 12,309 to 17,301, and the payroll also registered a fair-sized increase, but not so great as the employees, the payroll advancing from \$12,004,000 in 1933 to \$15,967,000 in 1935. The sales for the various groups in Dallas in 1935 and 1933 were as follows:

Group—	1935	1933
Food	\$21,882,000	\$16,558,000
General Merchandise	30,062,000	22,686,000
Apparel	13,382,000	11,578,000
Automotive	22,832,000	13,684,000
Furniture-Household	5,755,000	3,477,000
Lumber-Building Hardware	5,646,000	4,545,000
Eating and Drinking Places	7,388,000	5,198,000
Other Retail Stores	16,603,000	10,786,000

Dallas Ranks Twenty-Seventh

The final report for all states and cities in the United States shows that Dallas in 1935 ranked 27th in retail sales, this being the best ranking of any Southwestern city. The City of Dallas in 1930 population ranks 33rd in the United States. The ranking of other Southwestern cities in retail sales compared with all cities in the United States in 1935 was as follows: New Orleans, 28th; Houston, 30th; San Antonio, 40th; Oklahoma City, 48th; Fort Worth, 53rd; Tulsa, 64th; and El Paso, 107th. Dallas was the only major Southwestern city having a better rank in retail sales than in population.

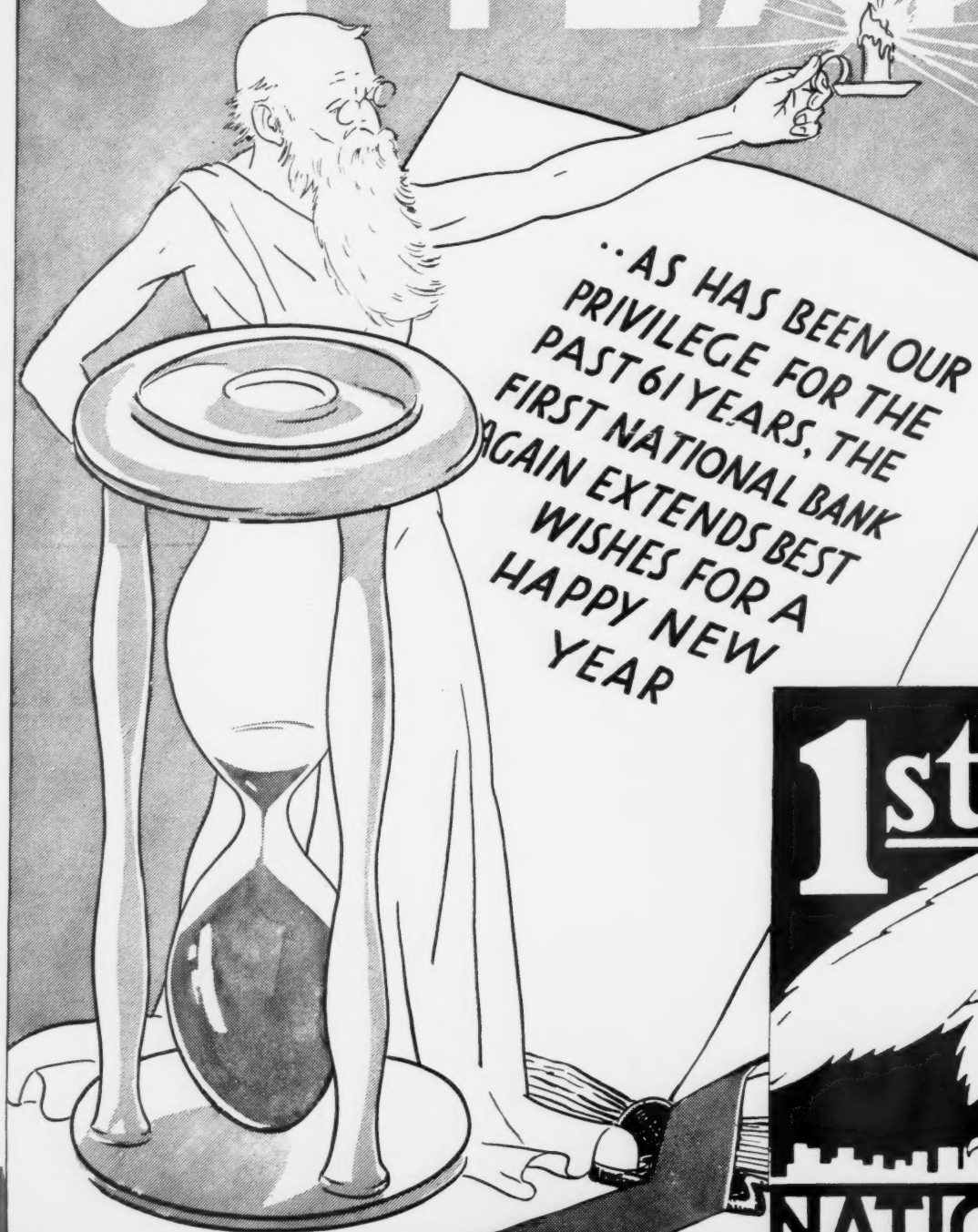
To afford a comparison of the gains in sales made by the City of Dallas and Dallas County, the five Southwestern states of Texas, Arkansas, Louisiana, Oklahoma, and New Mexico record a gain of 32.8 per cent in 1935 compared with 1933. Gains recorded by each state follow: Oklahoma 27 per cent, Louisiana 30 per cent, Arkansas 34 per cent, Texas 34 per cent, New Mexico 65 per cent.

The monthly report on Retail Sales, Independent Stores, for the State of Texas gives a breakdown for the City of Dallas. This report is prepared by the Bureau of Business Research of the University of Texas in co-operation with the United States Bureau of Foreign and Domestic Commerce. During the first ten months of 1936, retail sales gains have been anywhere from 19.1 per cent to 39.6 per cent ahead of comparable months in 1935. Seven of these ten months registered gains of better than 25 per cent over the corresponding month in 1935. This being the case, it should be safe to assume that in 1936 Dallas retail sales will show 20 per cent or more improvement over 1935. Should the improvement be only 20 per cent, this would mean a gain of approximately \$25,000,000 in retail sales over last year and would give us a 1936 figure of better than \$148,000,000. I believe we can say that this estimate is conservative and that the actual gain will prove to be greater. A gain of 25 per cent would bring Dallas sales to something less than \$155,000,000.

Opposite page: Downtown Dallas. Copyright, Lloyd M. Long.



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